FINAL PROGRAM AND SHOW DIRECTORY



# The Largest Internet and World-Wide Web conference and exhibition

San Jose Convention Center

San Jose, California

April 10–13, 1995

SPRING Internet World 95

Mecklermedia

SPONSORED BY
INTERNET WORLD MAGAZINE, THE COMMERCIAL INTERNET EXCHANGE AND THE MERCURY CENTER



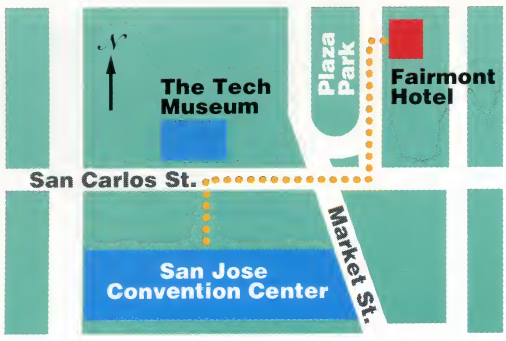

New!

# Introducing Internet Servers from Apple

Setting up and servicing a web server doesn't have to be difficult. In fact, with our new Internet servers, you can quickly and easily put up a Web server. We've included easy-to-use software for establishing a web server, authoring tools, WWW home page templates, search tools and, of course, step-by-step instructions.

And best of all, you don't need to be a UNIX expert to maintain the system.

Come to our special FREE seminar at the Fairmont Hotel and visit our booth #1533 at Internet World. For more information call 1-800-538-9696 ext. 830.




**2 Sessions are being offered:**

| | |
|---|---|
| Dates: | Tuesday and Wednesday, April 11 & 12, 1995 |
| Time: | 10:30-12:00 noon |
| Location: | Fairmont Hotel, San Jose, California (just around the corner) Crystal Room, Ballroom Level |

*Sponsored by Apple Computer and BIAP Systems.*

*Browse our home page at: http://www.info.apple.com/product*

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### Spring Internet World's Network

Network Design and Operations by Network Translation, Inc (Booth 1141).

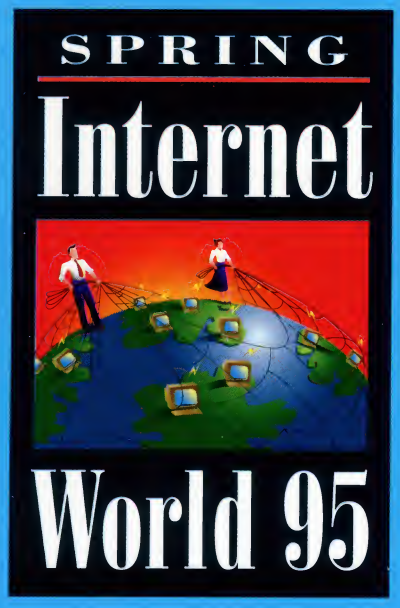
Thanks to Livingston Enterprises for providing routers for the Internet connection throughout the show.

### Internet WorldNet™

Internet WorldNet™ sponsored by IBM.

### Spring Internet World's Directory Kiosks

The Directory Kiosks were designed and created by Home Pages, Inc. (Booth 2031)—a full service World-Wide Web (WWW) authoring and development firm. The Directory Kiosks are an example to apply web technology in unique and interesting ways. Hardware provided by Silicon Graphics, Inc.




## SCHEDULE OF EVENTS

### Registration Hours

Monday, April 10.....7:00 am–6:00 pm
Tuesday, April 11 .....7:00 am–6:00 pm
Wednesday, April 12.....7:30 am–5:00 pm
Thursday, April 13 .....7:30 am–2:30 pm

### Exhibit Hall Hours

Monday, April 10 .....10:00 am–6:00 pm
Tuesday, April 11.....10:00 am–6:00 pm
Wednesday, April 12.....10:00 am–4:00 pm

### Conference and Tutorial Sessions

Monday, April 10.....9:00 am–4:30 pm
Tuesday, April 11 .....9:00 am–5:00 pm
Wednesday, April 12.....9:00 am–5:00 pm
Thursday, April 13 .....9:00 am–5:00 pm

### Keynotes and Awards

Free admittance to all exhibit hall and conference attendees

Tuesday, April 11
1:00 pm–1:20 pm
**Internet World Industry Awards**

1:20pm–2:00pm
**Keynote**

Wednesday, April 12
1:00pm–1:40pm
**Keynote**

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*Spring Internet World '95 is produced and managed by*


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Fax: 203 454 5840
E-mail: info@mecklermedia.com
URL: http://www.mecklerweb.com


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## GENERAL INFORMATION

**Access to the Internet**
Mecklermedia's Internet WorldNet ™ will allow you free access to the Internet. Please stop by the Internet WorldNet ™ areas in the exhibit hall to check and send your e-mail messages.

**Audio Tapes and CD-ROM Sales**
Audio Tapes and CD-ROMs of the Spring Internet World '95 conference program will be available for purchase during and after the show. The CD-ROM contains verbatim written transcripts from virtually all sessions (including audience questions and answers), plus speaker biographies and contact information as well as complete exhibitor and product listings. Multimedia Marketing will be located on the concourse.

**Business Services**
The San Jose Business Center, located on the lower level, can provide fax, photocopying, rental and mailing services. Office Supplies are also available. Open: 8:00 am–5:30 pm.

**Exhibitor Directory Kiosks**
Web based directory kiosks are situated on the concourse and in the exhibit hall for attendees to locate exhibitors on the exhibit floor, including a floorplan for easy navigation of the exhibit hall. This is a unique application of a web interface.

**Food & Beverage Services**
Concession stands are located in the exhibit hall and on the concourse.

**Hotel and Travel Information**
The Travel Desk, Spring Internet World's official travel agency, will staff a reservation desk in the registration area. They can also be reached on 1-800-944-9090 or 214-702-1030.

**Information Desk**
The Information Desk for general inquiries is located in the Internet World registration area.
The San Jose Convention & Visitors Bureau is located on the lower level. Knowledgeable local staff will be able to advise on restaurants and transport, and provide maps and visitor guides. They can also be reached on 408-283-8833. Open 8:00 am–5:30 pm

**Internet World Clothing Store**
The Internet World Clothing Store will have a variety of Internet World and WebWeek items. Located in the registration area, the gift store will be open Monday 8:30 am–6:30 pm; Tuesday 8:30 am–6:30 pm; Wednesday 8:30 am–4:30 pm.

**Internet World Official Bookstore**
The Spring Internet World Bookstore offers a large selection of computer books, including new releases, hard-to-find titles, and books recommended by tutorial instructors and conference speakers. Many popular authors are making scheduled appearances to autograph their works and chat with you! A 10% discount is offered on all purchases. World-wide shipping is available. Managed by Computer Literacy Bookshops, the official Spring Internet World 95 Bookstore is located in Booth 1639.

**Lost & Found**
Please hand any articles found and inquire about lost articles to the Information Desk in the Internet World registration area.

**Messages**
Please stop by the Attendee Networking Center on the concourse to check your mailbox regularly to read your messages.

**Security**
In the interest of safety, would all visitors please keep their belongings with them at all times.

*Note: The sponsors and management of Spring Internet World 95 reserve the right to make necessary changes in this program. Every effort will be made to keep presentations and speakers as represented. However, unforseen circumstances may result in the substitution of a presentation topic or speaker. While every care has been taken in producing this Final Program and Show Directory, the Organizer's cannot be held responsible for any errors.*



# On The Internet Frontier, The Bad Guys Don't Wear Black Hats.

If you knew what they looked like, they'd be easier to stop. But fact is, threats to Internet security aren't easy to spot. And, even if they were, the hackers might still be one step ahead. Because for every new firewall developed, someone's already working on a new method of penetration.

So your network defense measures — and the time and money invested — are often short-lived. To stay ahead of intruders and protect your company's proprietary assets requires constant vigilance. What's needed is an affordable, practical solution.

## Pilot — On the Frontier of Internet Security

Introducing Pilot's Secure Internet Services, a smart, new way for companies to enjoy all the benefits of the Internet, while minimizing the risks. With Pilot, your network resources are secured by experienced engineers whose mission is to anticipate and prepare for the hackers' next move. The result: secure access to the Internet with a multi-layered firewall defense, constantly monitored for intrusion and performance bottlenecks, and constantly enhanced to match the latest technology.

## The Latest Security Technology, Without the Investment

Pilot provides every aspect of your Internet connection through our Network Service Center. From purchase and configuration of equipment and telecommunications lines, to ongoing monitoring and maintenance, Pilot delivers network security quickly, effectively, and transparently. That means for a fixed monthly fee, you get the comfort of knowing your network is, and will remain, protected. Without having to invest — and reinvest — in software, hardware, staffing, and training. And that can add up.

## Protect Yourself Against Highway Robbery

If the Information Superhighway is exposing your company to highway robbery, secure your Internet connection with Pilot's Secure Internet Services. Contact us today to find out how.

PILOT
NETWORK SERVICES, INC.

1000 MARINA VILLAGE PARKWAY ALAMEDA, CA 94501 510-748-1850 FAX 510-748-1849

# WHAT IS THE INTERNET?

A worldwide network of more than three million computers, the Internet is exploding on many fronts. No longer the exclusive domain of government and university researchers, the Net is now open to all levels of society. Organizations and individuals of every ilk are flocking to the Net, which is changing the nature and culture of the Internet. Commercial activity in particular is booming as businesses of every size go online. New tools and technologies also are emerging at a rapid rate to make it easier to join and navigate the Internet.

One of the hottest areas on the Net is the World-Wide Web, on which thousands of individuals and organizations are launching home pages, storefronts, malls, and publishing ventures. Another important trend involves the development of systems to enable secure commercial transactions on the Internet. All of these developments are making the Internet a key cultural and commercial locus of world society. Mecklermedia's INTERNET WORLD magazine, Internet World trade shows, and MecklerWeb site are positioned to help lead this Brave New Internet into the future.

**Michael Neubarth, Editor-in-Chief, INTERNET WORLD**

The challenge for businesses will be to learn how to use this technology to their own advantage—and, just as important, to learn all they can from the technical and social processes that help the Internet constantly reinvent itself.

**BUSINESS WEEK, NOVEMBER 14, 1994**

# CHOOSE YOUR TRACKS

## SHOOT-OUTS

There has been an enormous proliferation of new products to make your use of the Web cost-effective and highly successful. But which ones are right for you? Come and join vendors presenting the case for their products and join in on an audience/vendor give-and-take session to sift out which products deserve your second look. Shoot-outs are scheduled for Internet Access Providers, Online Vendors, Web Browsers and utilization tools.

## INTERNET INDUSTRY SHAKEOUT

What trends and developments will impact the Internet industry in the next few years? Listen in as experts promulgate and pose their own future scenarios. Then share your own opinions in a free-for-all audience give-and-take with the experts.

## EXHIBIT HALL HOURS

| | |
|---|---|
| **MON., APRIL 10** | **10:00 am–6:00 pm** |
| **TUES., APRIL 11** | **10:00 am–6:00 pm** |
| **WED., APRIL 12** | **10:00 am–4:00 pm** |

**Track A The Business of the Internet**

Buying and selling on the Internet: pricing, marketing, malls, and more.

**Track B Internet Security**

Firewall design, security policy and practice, and more.

**Track C Internet Publishing**

Legal, policy and copyright issues — and more.

**Track D The Internet Web**

Using the World-Wide Web for business and marketing, browsers, local Webs, real-time collaboration, and more.

**Track E Internet Tools and Utilization**

E-mail, EDI-Mosaic, public domain software, Free-Nets, and more.

**Track F Online Service Shootout**

Your responses to new directions; face-to-face with the Big Four online services.

**Track G ISDN**

Service providers, equipment and interoperability, ISDN at home, and more.

**Track H What's New on the Net?**

Underwater cybertour to Atlantis, Virtual Reality, and more.

**Track I Corporate Provider Shootout**

Understanding access service providers, IAPs, and more.

**Track J TCP/IP Tools Shootout**

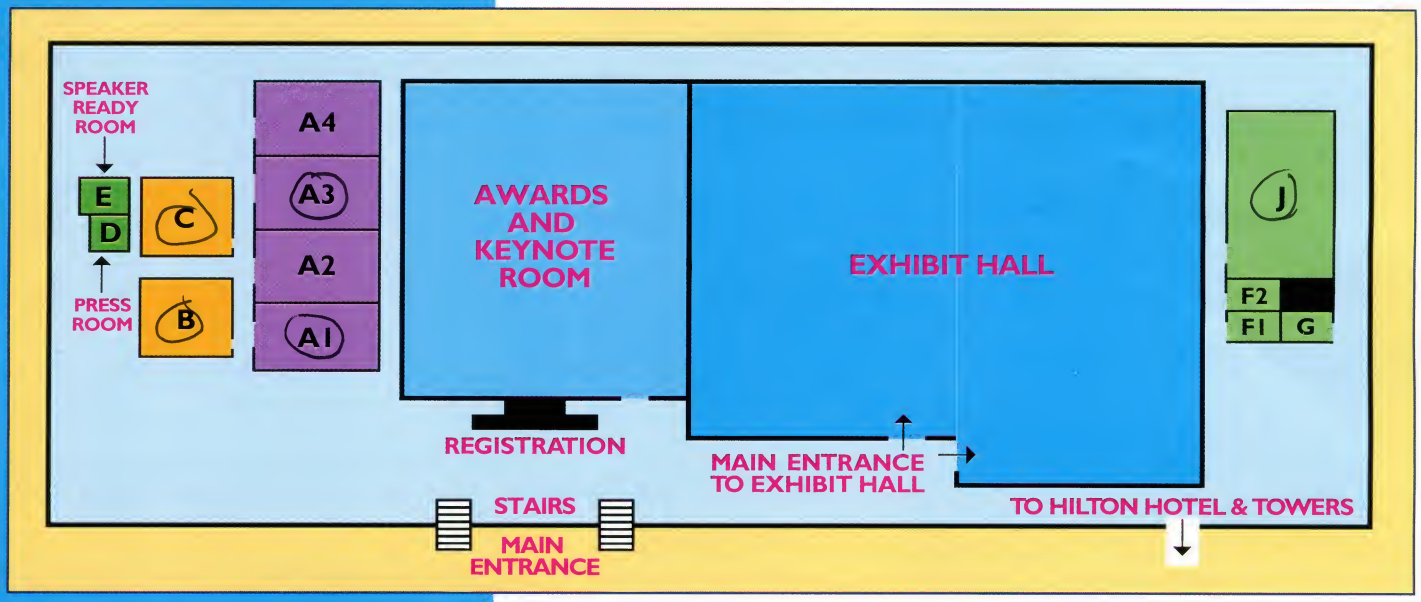
Tools overview, vendors, and your responses.

**Track K Internet Village**

Public sector and non-profit issues, cyberspace in everyday life, and more.

**You can change your track at any time during the conference.**

# EXHIBIT HALL FLOORPLAN




## MARK YOUR CALENDAR FOR 1996

### SPRING INTERNET WORLD 96

San Jose Convention Center
San Jose, California

April 29–May 2, 1996



## TUTORIALS MONDAY, APRIL 10, 1995

**1 (also 1a/1b)**
**Room B**
9:00 am–4:30 pm
Internet Basics

**1a**
**Room B**
9:00 am–12:00 pm
Internet Basics, Part 1

**1b WWW**
**Room B**
1:30 pm–4:30 pm
Internet Basics, Part 2

**2 WWW**
**Room A1**
9:00 am–4:30 pm
Commercial Web Development

**3 WWW**
**Room A2**
9:00 am–12:00 pm
Establishing a Web Site: Build vs. Buy

**4 WWW**
**Room F2**
9:00 am–12:00 pm
Hands On: Creating Your Own Home Pages with HTML

**5 WWW**
**Room A3**
9:00 am–12:00 pm
Internet Marketing Plan: A Practical Approach to Development & Execution

**6**
**Room A4**
9:00 am–12:00 pm
ISDN Introduction for Internet Users

**7**
**Room A3**
1:30 pm–4:30 pm
Internet Tool Kit for the Mac

**8**
**Room A4**
1:30 pm–4:30 pm
Executive Quickstart

**9 WWW**
**Room A2**
1:30 pm–4:30 pm
Maintaining Your Home Page

**10 WWW**
**Room F2**
1:30 pm–4:30 pm
Hands On: Introduction to Mosaic

**EXHIBIT HALL OPEN 10:00 AM–6:00 PM**

# CONFERENCE SESSIONS AND TUTORIALS TUESDAY, APRIL 11, 1995

## Track A
Room A1
**BUSINESS OF THE INTERNET**

**A1 WWW**
9:00 am–9:40 am
**WWW: Should Business Care?**

**A2 WWW**
9:50 am–10:30 am
**The Internet Mall**

**A3**
11:00 am–11:40 am
**Hiring Internet Marketing Experts**

**A4 WWW**
2:20 pm–3:00 pm
**Internet Buying: Is it Working?**

**A5**
3:30 pm–4:10 pm
**Internet Pricing & Practice**

**A6**
4:20 pm–5:00 pm
**Internet Pricing & Practice Panel**

## Track B&C
Room A3
**INTERNET SECURITY**

**B1**
9:00 am–9:40 am
**Internet Firewalls & Security–1**

**B2**
9:50 am–10:30 am
**Internet Firewalls & Security–2**

**B3**
11:00 am–11:40 am
**Internet Firewalls & Security–3**

**INTERNET PUBLISHING**

**C1**
2:20 pm–3:00 pm
**Non-Print Information Policy**

**C2**
3:30 pm–4:10 pm
**Legal Issues: Providers & Subscribers**

**C3**
4:20 pm–5:00 pm
**Internet Liability Issues**

## Track D
Room J
**INTERNET WEB**

**D1 WWW**
9:00 am–9:40 am
**Local Business Webs**

**D2 WWW**
9:50 am–10:30 am
**WWW for Business & Marketing**

**D3 WWW**
11:00 am–11:40 am
**Internet Cybermalls**

**D4 WWW**
2:20 pm–3:00 pm
**WWW Browsers Overview**

**D5 WWW**
3:30 pm–4:10 pm
**WWW Browsers: The Shootout**

**D6 WWW**
4:20 pm–5:00 pm
**Browsing the Whole Web**

## Track E
Room B
**NET TOOLS & UTILIZATION**

**E1**
9:00 am–9:40 am
**E-mail: Smart Front Ends**

**E2 WWW**
9:50 am–10:30 am
**EDI Mosaic: Business Solutions**

**E3**
11:00 am–11:40 am
**Software Over the Internet**

**E4**
2:20 pm–3:00 pm
**Distance Learning**

**E5**
3:30 pm–4:10 pm
**Freenet Community Computing**

**E6**
4:20 pm–5:00 pm
**Mosaic Disability Project**

## Track F
Room C
**INTERNET INDUSTRY SHAKEOUT**

**F1**
9:00 am–9:40 am
**Part 1 Net Industry Shakeout**

**F2**
9:50 am–10:30 am
**Part 2 Response: R&D View**

**F3**
11:00 am–11:40 am
**Part 3 Audience Q & A**

**F4**
2:20 pm–~~3:00 pm~~
**Online Service Shootout–1**

**F5**
3:30 pm–4:10 pm
**Online Service Shootout–2**

**F6**
4:20 pm–5:00 pm
**Online Service Shootout–3 Your Turn**

## TUTORIALS

**I1 WWW**
Room F2
9:00 am–12:00 pm
**Hands On: Intro to Mosaic**

**I2 WWW**
Room F1
9:00 am–12:00 pm
**Maintaining Your Home Page**

**I3 WWW**
Room F2
2:00 pm–5:00 pm
**Hands On: Creating Your Own Home Page with HTML**

**I4 WWW**
Room F1
2:00 pm–5:00 pm
**Establishing a Web Site: Build vs. Buy**

## AWARDS
1:00 pm–1:20 pm INTERNET WORLD Industry Awards

## KEYNOTE
1:20 pm–2:00 pm Beyond the Internet

**EXHIBIT HALL OPEN 10:00 AM–6:00 PM**

## CONFERENCE SESSIONS AND TUTORIALS WEDNESDAY, APRIL 12, 1995

### Track A
Room A1
**BUSINESS OF THE INTERNET**

**A7**
9:00 am–9:40 am
**Virtual Places: Marketing & Sales Impact**

**A8**
9:50 am–10:30 am
**Privacy & Online Business**

**A9**
11:00 am–11:40 am
**Internet, UN, & Global Trade**

**A10**
2:00 pm–2:40 pm
**Online Publishing & Advertising**

**A11**
3:10 pm–3:50 pm
**Advertising on the Internet**

**A12**
4:00 pm–4:40 pm
**Keep 'em Coming: Bring Them Back to Your Site**

### Track G&H
Room A3
**ISDN**

**G1**
9:00 am–9:40 am
**ISDN Equipment & Interoperability**

**G2**
9:50 am–10:30 am
**ISDN Service Providers**

**G3**
11:00 am–11:40 am
**ISDN at Home**

**WHAT'S NEW ON THE NET**

**H1**
2:00 pm–2:40 pm
**Underwater Cybertour to Atlantis**

**H2**
3:10 pm–5:00 pm
**Virtual Reality and the Internet**

### Track D
Room J
**INTERNET WEB**

**D7 WWW**
9:00 am–9:40 am
**WWW Knowledge Infrastructure**

**D8 WWW**
9:50 am–10:30 am
**Commercial Web Site: Content**

**D9 WWW**
11:00 am–11:40 am
**Commercial Web Site: Interfaces**

**D10 WWW**
2:00 pm–2:40 pm
**WWW: View from the Senate**

**D11 WWW**
3:10 pm–3:50 pm
**WWW Real-Time Intl Collaboration**

**D12 WWW**
4:00 pm–4:40 pm
**Video Streaming Through the Web**

### Track I&J
Room B
**PROVIDER SHOOTOUT**

**I1**
9:00 am–9:40 am
**Beginner's Guide to Access Providers**

**I2**
9:50 am–10:30 am
**Net Access Providers Panel**

**I3**
11:00 am–11:40 am
**Internet IAP Shootout**

**TCP/IP SHOOTOUT**

**J1**
2:00 pm–2:40 pm
**Part 1: TCP/IP Tools Overview**

**J2**
3:10 pm–3:50 pm
**Part 1: TCP/IP Vendor Presentations**

**J3**
4:00 pm–4:40 pm
**Part 3: TCP/IP Shootout**

### Track K
Room C
**INTERNET VILLAGE**

**K1**
9:00 am–9:40 am
**Creative Uses of the Internet**

**K2**
9:50 am–10:30 am
**Law of Cyberspace for Non-Lawyers**

**K3**
11:00 am–11:40 am
**Issues for Public Sector Organizations**

**K4**
2:00 pm–2:40 pm
**Internet Civic Architecture**

**K5**
3:10 pm–3:50 pm
**National Identity & Internet**

**K6**
4:00 pm–4:40 pm
**Unintended Impacts of Cyberspace on Everyday Life**

### Tutorials

**T5**
Room F1
9:00 am–10:30 pm
**Browsing the Whole Web in 80 Minutes**

**T6**
Room F1
11:00 am–12:30 pm
**Browsing the Whole Web in 80 Minutes**

**T7**
Room F2
9:00 am–12:00 pm
**Hands On: Creating Your Own Home Page with HTML**

**T8**
Room G
9:00 am–12:00 pm
**Establishing a Web Site: Build vs. Buy**

**T9**
Room F2
2:00 pm–5:00 pm
**Hands On: Intro to Mosaic**

**T20**
Room F1
2:00 pm–5:00 pm
**Maintaining Your Home Page**

**KEYNOTE**
1:00 pm–1:40 pm Mapping the Net: Yesterday, Today & Tomorrow



**EXHIBIT HALL OPEN 10:00 AM–4:00 PM**

## TUTORIALS THURSDAY, APRIL 13, 1995

**21 WWW**
**Room A1**
9:00 am–4:30 pm
**Buying and Selling on the Web**

**22**
**Room A2**
9:00 am–4:30 pm
**Online Publishing Tutorial**

**23 WWW**
**Room A3**
9:00 am–4:30 pm
**Commercial Web Development**

**24 WWW**
**Room F2**
9:00 am–12:00 pm
**Hands On:**
**Introduction to Mosaic**

**25 WWW**
**Room A4**
9:00 am–12:00 pm
**The Internet and Global News Operations**

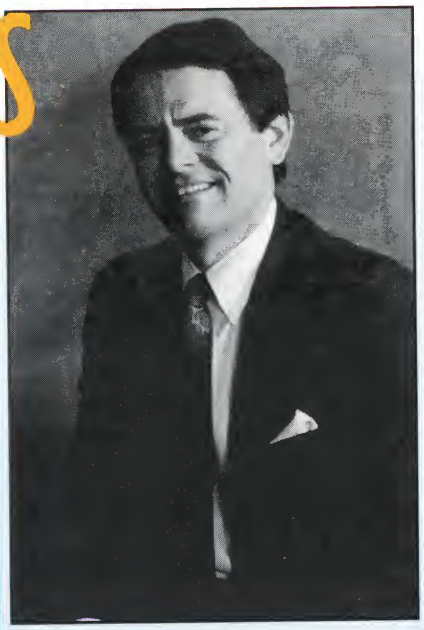
**26**
**Room B**
9:00 am–12:00 pm
**Windows Socket Tutorial**

**27 WWW**
**Room F2**
1:30 pm–4:30 pm
**Hands On: Creating Your Own Home Page with HTML**

**28 WWW**
**Room A4**
1:30 pm–4:30 pm
**Maintaining Your Home Page**

**29 WWW**
**Room B**
1:30 pm–4:30 pm
**Establishing A Web Site: Build vs. Buy**

# FEATURED SPEAKERS



**John Patrick**
Conference Keynoter

## Beyond the Internet

**1:20 pm, Tuesday, April 11**

Patrick is Vice President of Internet Applications for IBM, and serves as the company's spokesperson for activities related to the information superhighway.



**Gordon Bell**
Conference Keynoter

## Mapping the Net: Yesterday, Today and Tomorrow

**1:00 pm, Wednesday, April 12**

Bell, the author of High-Tech Ventures (Addison-Wesley) is a computer industry consultant-at-large and former Vice President of Research and Development for Digital Equipment Corporation.



**Rose Ann Giordano**
Conference Speaker

## The Internet and Industry Shakeout

**9:00 am, Tuesday, April 11**

Giordano is Vice President of the Internet Business Group and Corporate Executive for DECUS (Digital Equipment Computer User's Society) at Digital Equipment Corporation.



**Bill Washburn**
Conference Speaker

## The View from R&D

**9:50 am, Tuesday, April 11**

Washburn is Senior Vice President, Internet Business Development, for Mecklermedia Corporation and former executive director of the Commercial Internet Exchange (CIX).

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# TUTORIALS MONDAY, APRIL 10, 1995

**TUTORIAL 1** (full day)
or
**TUTORIAL 1A** (half day)
**Meeting Room B**

9:00 am–12:00 pm

## Internet Basics, Part 1

**Andrew Kantor**
Associate Editor, INTERNET WORLD Magazine

**Eric Berlin**
Columnist, INTERNET WORLD Magazine

**Who Should Attend:** Computer users with little or no Internet experience, interested in basic information about communications on the worldwide computer network.

**Overview:** What is the Internet? How do you get on? What can you do with it? You'll learn how the Internet started, what it is, and the basics of using the Net for communications, including e-mail, Usenet News, and Internet Relay Chat (Continued in Part 2).

**TUTORIAL 1** (continuation full day)
or
**TUTORIAL 1B** (half day)
**Meeting Room B**

1:30 pm–4:30 pm

## Internet Basics, Part 2

**Andrew Kantor**
Associate Editor, INTERNET WORLD Magazine

**Eric Berlin**
Columnist, INTERNET WORLD Magazine

**Who Should Attend?** Computer users with little or no Internet experience, interested in basic information about finding information on the worldwide computer network.

**Overview:** Now that you know what the Internet is and how to communicate through it, how do you find all that information people are talking about? A continuation of Part 1, this session will explore Internet information tools like Archie, Gopher, and the World-Wide Web, and teach you to surf the Net.

**TUTORIAL 2** (full day)
**Meeting Room A1**

9:00 am–4:30 pm ***WWW***

## Commercial Web Development

**Chris VandenBerg**
Product Manager—BOS
Microsoft Corp.

**Michael Bauer**
President, The Internet Group

**Jim Sterne**
President, Target Marketing

**Who Should Attend:** Managers, marketeers, information systems personnel, engineers and anyone looking to understand and leverage the current status and direction of Mosaic/WWW technology for internal or outbound use.

**Overview:** This workshop will give managers, marketeers, and technical personnel the strong background and understanding of WEB capabilities and emerging trends to add value to their organizations. Attendees will learn how to effectively use Web technology, both internally and on the Internet to enhance communications, sales and marketing and customer support. Case studies of Web applications leveraging WWW/Mosaic technology for competitive advantage will be featured.

**Prerequisites:** Attendees should have a basic understanding of the Internet. Prior exposure to Mosaic is recommended.

**TUTORIAL 3** (half day)
**Meeting Room A2**

9:00 am–12:00 pm ***WWW***

## Establishing a Web Site: Build vs. Buy

**Matthew Cutler**
Director of Business Development, net.Genesis

As the World-Wide Web proliferates, numerous companies are looking to establish their presence on the Web. These companies have a choice between hiring people with the technical expertise to set up and administer a Web site in house, or outsourcing the project to a vendor who will create and maintain the site for them. Here are the pros, cons, methods, and vendors for build or buy approaches.

**Who Should Attend:** Executives and data processing professionals at companies that want to create a presence on the World-Wide Web.

**Prerequisities:** None.

**TUTORIAL 4** (half day)
**Meeting Room F2**

9:00 am–12:00 pm ***WWW***

## Hands On—Creating Your Own Home Pages with HTML

**Paul Simkins**
Manager, On-line Services, InfoSource, Inc.

**Dan Benjamin**
Internet Specialist, InfoSource, Inc.

**Who Should Attend:** Anyone who has heard of and used Mosaic or Lynx and wants to know how to create their own pages are encouraged to attend. This workshop is designed for the more advanced user of the Internet with a curiosity about how Web pages are designed.

**Overview:** Participants will learn how to create HTML (hypertext markup language) documents. They will leave the session with a personally created Web page ready to implement. They will learn about URL's, anchors, and graphic files. Sound will not be fully explored.

**Prerequisites:** It is necessary that attendees have explored the World-Wide Web through the software packages Mosaic or Lynx. It is recommended they know what a URL is, but not mandatory. This will be fully explained in the workshop.

- ***Limited to 20 people, 2 people per computer workstation***

**The following Tutorials are repeated throughout the Conference for your scheduling convenience:**

- **Commercial Web Development**
- **Establishing a Web Site: Build vs. Buy**
- **Hands On–Creating Your Own Home Pages with HTML**
- **Maintaining Your Home Page**
- **Hands On: Introduction to Mosaic**

## TUTORIAL 5 (half day)
**Meeting Room A3**

9:00 am–12:00 pm **WWW**

### Internet Marketing Plan: A Practical Approach to Development and Execution

**Kim Bayne**
President, wolfBayne Communications

**Who Should Attend:** This half-day tutorial is ideal for marketing communicators, advertising executives and business entrepreneurs interested in using the Internet as a functional part of their product marketing mix.

**Overview:** Take the uncertainty and confusion out of using the Internet to market. Understand what it takes to create and maintain an effective Internet presence. Learn how to enhance current, traditional advertising, public relations, and trade show activities. Discover how to plan a step-by-step Internet marketing program. Examples of company-specific strategies and tactics, as well as a sample marketing plan will be covered.

**Prerequisites:** Basic marketing and computer knowledge is required. An elementary familiarity with Internet tools, such as electronic mail, ftp, and WWW, is required to gain the most from this seminar.

## TUTORIAL 6 (half day)
**Meeting Room A4**

9:00 am–12:00 pm

### ISDN Introduction for Internet Users

**Richard Brennan**
Technology Manager, AT&T Network Systems

**Who Should Attend:** Users and managers who need to understand how the digital telephone network provides high-speed dial-up access to the Internet.

**Overview:** The Integrated Services Digital Network provides pure digital connectivity to the Internet at up to 5 times the speed of today's best modems. This workshop will examine the standards and technologies that define ISDN and discuss the equipment and services that provide home and office Internet access using ISDN telephone lines.

**Prerequisites:** Basic computer and Internet awareness. Prior experience with a modem helpful.

## TUTORIAL 7 (half day)
**Meeting Room A3**

1:30 pm–4:30 pm

### Internet Tool Kit for the Mac

**Kevin Savetz**
Computer Journalist

**Braddlee**
Network Information Consultant, NevadaNet

**Who Should Attend:** Conferees interested in learning about the growing collection of Macintosh based tools at your disposal for accessing the Internet.

**Overview:** A look at the most important tools for accessing the Internet, including Eurora, Turbo Gopher, Anarchie, Fetch, Mosaic, and NSCA Telnet. Also an appraisal of some of the more esoteric Mac TCP/IF tools, including MacWais, Cu-Seeme, Maven, MacTCP Watcher, and MacWeather.

**Prerequisites:** Geared towards those at home with the Mac but not yet familiar with a SLIP or PPP Internet connection or who are just getting underway with this tools.

## TUTORIAL 8 (half day)
**Meeting Room A4**

1:30 pm–4:30 pm

### Executive Quickstart

**Ulla de Stricker**
de Stricker & Associates

**Who Should Attend:** For middle to upper-level managers and those interested in a general overview of the reasons why businesses, organizations, and individuals use the Internet and the benefits they derive.

**Overview:** Learn to shorten your planning process and get a concise orientation to the issues and practices you need to know about. You'll get a list of questions on planning, pointers, and guidance others have found useful as well as examples of successful business applications.

**Prerequisites:** For those just beginning to explore the Internet.

## TUTORIAL 9 (half day)
**Meeting Room A2**

1:30 pm–4:30 pm **WWW**

### Maintaining Your Home Page

**Louis Rosenfeld**
President, Argus Associates, Inc.

Creating a Home Page is easy. The tough part is maintaining it. Content must be fresh and compelling to keep the audience coming back. Topics to be covered in this session include: establishing production schedules; no more deadlines as every day is a deadline online. You need to plan carefully; resources needed to maintain a home page include people, hardware, and software; rules to maintain quality control; and think about importance of style guides.

## TUTORIAL 10 (half day)
**Meeting Room F2**

1:30 pm–4:30 pm **WWW**

### Hands On— Introduction to Mosaic

**David Sachs**
Pace University

**Pete Stair**
Mycroft Information

**Who Should Attend:** Managers, administrators, and staff wishing to learn the Internet's most popular new interface: Mosaic. If you use or are planning to use the Internet, this workshop will provide an introduction to Mosaic as well as how to use it to deepen understanding of the Internet's global resources.

**Overview:** This workshop will teach you about Mosaic with real-time demonstrations and hands-on activities. Mosaic is a "point-and-click" windows-type interface to all of the resources of the Internet. An intutitive human interface, Mosaic provies access without communications and complexity. New commercial, governmental, and educational "Home Pages" offer instant access to the world's information highway using hypertext and hypermedia.

**Prerequisites:** Although a working knowledge of personal computers will be helpful, the workshop is self-contained and will present all required information.

■ ***Limited to 20 people, 2 people per computer workstation***

## CONFERENCE SESSIONS

### THE BUSINESS OF THE INTERNET
### TRACK A

**Meeting Room A1**

**Session A1**

9:00 am–9:40 am WWW

**Should Business Care About the World-Wide Web?**

**Neil Randall**
Author of "World-Wide Web Unleashed"

What's in the Web for you? If you need reasons to jump—including specific benefits, costs, the market potential, resources you'll need, and the potential return on your investment—this presentation will place those issues front and center and help you make a decision on whether the Web is for you.

**Session A2**

9:50 am–10:30 am WWW

**The Internet Mall: Where Customers Find Business**

**Dave Taylor**
President, Intuitive Systems

With the publication of printed annuals, and a World-Wide Web and Gopher reference site, Internet Mall has become *the* place for companies to advertise their products and services. And best of all, it is free to vendors. Find out about the 90's way to do business on the Internet.

10:30 am–11:00 am

**Coffee Break**

**Session A3**

11:00 am–11:40

**Hiring Internet Marketing Experts**

**Kim Bayne**
President, wolfBayne Communications

Learn how to evaluate the credentials of and to manage Internet marketers, consultants, agencies, and other related service providers. This session also examines how companies can improve the effectiveness of their Internet marketing programs by efficiently outsourcing selected projects, minimizing misunderstandings and maximizing results.

11:40 am–1:00 pm

**Break—Visit Exhibit Hall**

**Session A4**

2:20 pm–3:00 pm

**Is It Really Working? Purchasing Goods and Services on the Net**

**Magdalena Yesil**
Vice President of Marketing, CyberCash, Inc.

A state-of-the-issues session on whether or not the Internet is breaking through as a viable commercial medium. Yesil explores the roles of merchants, banks, credit companies, and buyers and then discusses how they can benefit by using the Internet for transactions.

3:00 pm–3:30 pm

**Coffee Break**

## AWARDS & KEYNOTE SESSION — Exhibit Hall 1

***Free admission for all Exhibit Hall and Conference Attendees***

**Tuesday, April 11**

### AWARDS

1:00 pm–1:20 pm

INTERNET WORLD MAGAZINE's "Internet World Industry Awards" will be presented to six Internet leaders prior to the keynote of John Patrick from IBM. The winners of these annual awards will receive an inscribed piece of Tiffany crystal and a framed certificate from INTERNET WORLD Magazine.

The awards will be given in the following categories:

- Outstanding Software Product
- Outstanding Hardware Product
- Outstanding Service
- Excellence in Promotion
- Individual Achievement
- Best of the Internet

The winners of the awards were selected by the judges after being carefully considered from the thousands of nominations received. The nominations and judging were coordinated for Mecklermedia by Computer Business Services, an independent consulting firm.

One of the award winners will receive an advanced multimedia "ready" 9510 system with a bundled XV15 monitor from NEC Technologies. NEC Technologies is also donating NEC CD-ROM drives and a NEC laser printer to be given to lucky members of the audience.

In addition, the first 2,500 people at the awards ceremony will receive the following products that were donated by the companies:

- Mosaic in a Box from Spry
- CD Sampler from Claris
- Multimedia Starter Kit from Prodigy
- Winsim Software and Starter Kit from CompuServe
- Multimedia Starter Kit from America Online
- Netcruise from Moon Valley

### KEYNOTE

1:20 pm–2:00 pm

**Beyond the Internet**

**John Patrick**
Vice President of Internet Applications, IBM

### Session A5
3:30 pm–4:10 pm
## Internet Pricing and Practice

**Patricia Sabosik**
Vice President of Linked Media, NaviSoft, Inc.

The critical mix of product, pricing, and marketing determines how successful your Internet based profit center will be. In this two-part session an experienced online publisher details the several issues related to the cost of developing, pricing, and delivering Internet products and services. Then listen to other providers offer their experiences and then respond to questions from the floor.

### Session A6
4:20 pm–5:00 pm
## Internet Pricing and Practice: A Panel Response

**Moderator:**
**Patricia Sabosik**
Vice President of Linked Media, NaviSoft, Inc.

**Panel:**
**Fred Cummins**
Product Marketing, Connect, Inc.

**William Tobin**
President, PC Flowers

**Matt Shevach**
Market Development Manager, MecklerWeb

A group of Internet service providers and users who have been thinking long and hard about pricing provide some short and quick reactions.

# INTERNET SECURITY TRACK B
**Meeting Room A3**

### Session B1
9:00 am–9:40 am
## Internet Firewalls and Security —Session 1

**Harry Haramis**
Network Engineer, Cohesive Systems

**David Grissom**
Director of Business Development, Cohesive Systems

Listen to an expert discuss security policies and details on packet filtering, proxy services, UNIX system security and also authentication.

### Session B2
9:50 am–10:30 am
## Internet Firewalls and Security —Session 2

**Harry Haramis**
Network Engineer, Cohesive Systems

**David Grissom**
Director of Business Development, Cohesive Systems

Specific firewall designs and the process of balancing security and functionality receive a close look.

10:30 am–11:00 am
## Coffee Break

### Session B3
11:00 am–11:40 am
## Internet Firewalls and Security —Session 3

**Harry Haramis**
Network Engineer, Cohesive Systems

**David Grissom**
Director of Business Development, Cohesive Systems

A review of commercial and "do yourself" firewall products occupies this session.

11:40 am–1:00 pm
## Break—Visit Exhibit Hall

# INTERNET PUBLISHING TRACK C
**Meeting Room A3**

### Session C1
2:20 pm–3:00 pm
## Information Policy in a Non-Print Environment

**Czeslaw Jan Grycz**
President, The Wladyslaw Poniecki Charitable Foundation, Inc.

An experienced developer of information dissemination projects examines policy issues surrounding the national information infrastructure. He suggests the possible implications of proposed changes to the copyright law and offers advice in achieving copyright compliance in networked systems.

3:00 pm–3:30 pm
## Coffee Break

### Session C2
3:30 pm–4:10 pm
## Legal Issues Facing Providers and Subscribers

**Neal Friedman**
Telecommunications Attorney, Pepper & Corazzini, LLP

Doing business in cyberspace is not the same as in other media. There are difficult questions concerning protection for providers and subscribers that must be addressed. This session will lay out the issues and provide some answers in this emerging area of cyberlaw.

### Session C3
4:20 pm–5:00 pm
## Liability Issues and the Internet

**Mikki Barry**
Internet Business Association

This session examines the problems of liability in using the Internet as a data and service provider. Concerted attention will be paid to specific abuses that may invite legal action.

# THE INTERNET WEB TRACK D
**Meeting Room J**

### Session D1
9:00 am–9:40 am WWW
## Local Business Webs

**R. Taylor Walsh**
Washington Information Systems

What role will the Internet play in the evolution of local markets whose points of access to the Net are proliferating via commercial IP providers, community networks, and government services? How will the local business Web be created and what will it constitute? Send questions you'd like to see addressed to taylor@capital.com using the subject: bizwebs.

## Session D2

9:50 am–10:30 am **WWW**

### Using World-Wide Web for Business and Marketing

**Jill Ellsworth**
Senior Partner, Oak Ridge Research

Ellsworth focuses on how companies are using the Internet and WWW for marketing and sales; and covers the creation of a Web-based Net presence; and features an analysis of the effective use of Web marketing strategies as integrated with other Internet business activities.

10:30 am–11:00 am
**Coffee Break**

## Session D3

11:00 am–11:40 am **WWW**

### Internet Cybermalls: Retailing on the Web

**Rosalind Resnick**
President,
Interactive Communications International, Inc.

New software security systems make Web-based retailing safer for merchants and customers of restaurants, hotels, law firms, and other businesses now using the World-Wide-Web to create Cybermall storefronts.

11:40 am–1:00 pm
**Break—Visit Exhibit Hall**

### Web Browsers **WWW**

The World-Wide Web offers unparalleled access to local, national, and global data products and services through hypertext links, graphics, fonts, sounds and video. To most effectively search this treasure chest, "browser" client software programs have been developed.

## Session D4

2:20 pm–3:00 pm **WWW**

### Browsers for the WWW: An Overview

**Harry Haramis**
Network Engineer, Cohesive Systems

**David Grissom**
Director of Business Development,
Cohesive Systems

Haramis & Grissom identify and categorize features and qualities of leading types of browser software and set the stage for the developers to put their products to the test.

3:00 pm–3:30 pm
**Coffee Break**

## Session D5

3:30 pm–4:10 pm **WWW**

### WWW Browsers: The Shootout

**Moderator:**
**Chris VandenBerg**
Product Manager BOS, Microsoft Corp.

**Panel:**
**John Moehrke**
Technical Support Manager,
Frontier Technologies Corp.

**Andy Parker**
Marketing & Business Development, Spyglass

**Paul Johnson**
Senior Product Manager, SPRY, Inc.

**Bill Hawkins**
Vice President of Product Development, NaviSoft, Inc.

Vandenberg has prepared a real-time browsing scenario and will offer rapid-fire challenges to developers of four representative browser products. Which one will get the highest score? Come and cast your vote.

## Session D6

4:20 pm–5:00 pm **WWW**

### Browsing the Whole Web

**David Sachs**
Pace University

**Pete Stair**
Mycroft Information

Sachs and Stair will lead a guided tour of the World-Wide Web. They will position you to become a World-Wide Web expert with any browser.

# INTERNET TOOLS AND UTILIZATION TRACK E

**Meeting Room B**

## Session E1

9:00 am–9:40 am

### E-Mail: Smart Front Ends

**Dave Taylor**
President, Intuitive Systems

Lots of vendors hype the Web, offering expensive 'home pages.' But plenty of network users can only access e-mail. What do you need to know before choosing an e-mail front end to make your Internet mail processing go even more smoothly? Take notes at this session.

## Session E2

9:50 am–10:30 am **WWW**

### EDI-Mosaic: Converging for Business Solutions

**Walt Scacchi, Ph.D.**
Associate Research Professor
University of Southern California

Many companies are reluctant to invest in technology without understanding clear business benefits. While the use of Mosaic viewer technology has opened the Internet to a much wider audience, the addition of secure verifiable EDI exchange will add the final element required for business acceptance. Secure Mosaic and WWW service code is quickly being merged to provide that security.

10:30 am–11:00 am
**Coffee Break**

## Session E3

11:00 am–11:40 am

### Software Over the Internet

**Colin Charlton**
Director of R&D, Soft&Net Distribution

Since 1992 the University of Liverpool, in conjunction with a number of European and US partners, has run an archive of public-domain UNIX software products. This venture has been highly successful and currently exports over 50,000 items per month, world wide, via the Internet. Charlton describes the history of this

project and goes on to detail the services and key-technologies which have been developed to provide a similar service for commercial software through Soft&Net.

11:40 am–1:00 pm
**Break—Visit Exhibit Hall**

**Session E4**
2:20 pm–3:00 pm
### Distance Learning

**Patrick Portway**
CEO, Applied Business telecommunications

Educators are using new information technologies to expand learning opportunities both on and off campus. It's not a new phenomenon. But the availability of Internet access in homes and dorms around the world has decidedly expanded programming and connectivity opportunities wherever telephones and satellites can reach. A distance learning specialist offers experiences in providing these services.

3:00 pm–3:30 pm
**Coffee Break**

**Session E5**
3:30 pm–4:10 pm
### Freenet Community Computing Systems: The State of the Art

**Dennis C. Hoops**
NPTN

Community computing systems are popping up from coast to coast, but what map are they following? Free-Net® community computing systems are a unique collection of locally organized multi-user computers responsible for empowering citizens of all backgrounds here in the US and in nine other nations. What fuels a Free-Net? What can a Free-Net community computing network do for you and your community's information needs?

**Session E6**
4:20 pm–5:00 pm
### The Mosaic Disability Project

**Mike Paciello**
Program Manager, Vision Impaired Information Services, Digital Equipment Corporation

A new committee funded by the NSF through the NCSA has been organized with the charge to design Internet accessiblity for the vision impaired into Mosaic. Paciello, a member of this committee describes the project and offers a report on the committee's progress.

## INTERNET INDUSTRY SHAKEOUT
## TRACK F
**Meeting Room C**

**Session F1**
9:00 am–9:40 am
### Part 1: The Internet and Industry Shakeout

**Rose Ann Giordano**
Vice President, Internet Business Group, Digital Equipment Corporation

What new directions will government and industry planning and position impose on the development of the N.I.I. and the Internet. Giordano, who has held a succession of technical, sales, marketing, and sales management positions at major computer industry companies offers some provocative thoughts.

**Session F2**
9:50 am–10:30 am
### Part 2: A Response: The View from R&D

**Moderator:**
**Bill Washburn**
Senior Vice President, Internet Business Group, Mecklermedia

**Panel:**
**Michelle Soleau**
Regis McKenna

**John Duhring**
Vice President, Business Information Services WAIS, Inc.

**Matthew Koll**
President, Personal Library Software

**John McCrea**
WebFORCE Marketing Manager
Silicon Graphics, Inc.

Representatives of major R&D think tanks share their prepared responses to Giordano and offer their own considered view on the Internet and Industry Shakeout.

10:30 am–11:00 am
**Coffee Break**

**Session F3**
11:00 am–11:40 am
### Part 3: Audience Q & A

Now it's your turn. Giordano joins the the panel for a no-holds barred questions, comments and answers session with the audience and members of the press.

11:40 am–1:00 pm
**Break—Visit Exhibit Hall**

## ONLINE SERVICE SHOOTOUT
## TRACK F
**Meeting Room C**

**Moderator:**
**Andrew Kantor**
Associate Editor, INTERNET WORLD

**Panel:**
**Dave Tabata**
CompuServe

**Rob Mainor**
Vice President, Product Marketing, CompuServe

**Bill Day**
Director, Internet Development, Prodigy Services Company

**Sunil Paul**
America Online Internet Services Co.

**Eric Berlin**
Columnist, INTERNET WORLD Magazine

## Session F4

2:20 pm–3:00 pm

### Part 1: Online Service Shootout: The Big Four

We've invited representatives of America Online, CompuServe, Delphi, and Prodigy to share their plans for providing Internet services in the near future. Each company will be allowed equal time to unveil its vision of what must be done and how it will acomplish its goal.

3:00 pm–3:30 pm

**Coffee Break**

## Session F5

3:30 pm–4:10 pm

### Part 2: Online Service Shootout: Who's the Best

Who's the best of the big boys — America Online? CompuServe? Delphi? Prodigy? When it comes to the Internet, the nation's giant commercial online services are jockeying for that #1 position. But the guesswork will soon be over as we put all four of them to the test to see who really offers the most bang for your online buck. Kantor challenges the quartet with a prescripted scenario of services and costs.

## Session F6

4:20 pm–5:00 pm

### Part 3: Online Service Shootout: Your Turn

Go ahead and ask the panel your own tough questions. And then the audience votes for their own first choice.

**Please Note:** The following tutorials are not included in the day's general sessions. To register, check with the Information Desk in Registration for availability and pricing information.

## TUTORIAL 11 (half day)

**Meeting Room F2**

9:00 am–12:00 pm WWW

### Hands On— Introduction to Mosaic

**David Sachs**
Pace University

**Pete Stair**
Mycroft Information

**Who Should Attend:** Managers, administrators, and staff wishing to learn the Internet's most popular new interface: Mosaic. If you use or are planning to use the Internet, this workshop will provide an introduction to Mosaic as well as how to use it to deepen understanding of the Internet's global resources.

**Overview:** This workshop will teach you about Mosaic with real-time demonstrations and hands-on activities. Mosaic is a "point-and-click" windows-type interface to all of the resources of the Internet. An intutitive human interface, Mosaic provies access without communications and complexity. New commercial, governmental, and educational "Home Pages" offer instant access to the world's information highway using hypertext and hypermedia.

**Prerequisites:** Although a working knowledge of personal computers will be helpful, the workshop is self-contained and will present all required information.

■ ***Limited to 20 people, 2 people per computer workstation***

## TUTORIAL 12 (half day)

**Meeting Room F1**

9:00 am–12:00 pm WWW

### Maintaining Your Home Page

**Louis Rosenfeld**
President, Argus Associates, Inc.

Creating a Home Page is easy. The tough part is maintaining it. Content must be fresh and compelling to keep the audience coming back. Topics to be covered in this session include: establishing production schedules; no more deadlines as every day is a deadline online. You need to plan carefully; resources needed to maintain a home page include people, hardware, and software; rules to maintain quality control; and think about importance of style guides.

## TUTORIAL 13 (half day)

**Meeting Room F2**

2:00 pm–5:00 pm WWW

### Hands On—Creating Your Own Home Pages with HTML

**Paul Simkins**
Manager, On-line Services, InfoSource, Inc.

**Dan Benjamin**
Internet Specialist, InfoSource, Inc.

**Who Should Attend:** Anyone who has heard of and used Mosaic or Lynx and wants to know how to create their own pages are encouraged to attend. This workshop is designed for the more advanced user of the Internet with a curiosity about how Web pages are designed.

**Overview:** Participants will learn how to create HTML (hypertext markup language) documents. They will leave the session with a personally created Web page ready to implement. They will learn about URL's, anchors, and graphic files. Sound will not be fully explored.

**Prerequisites:** It is necessary that atendees have explored the WorldWideWeb through the software packages Mosaic or Lynx. It is recommended they know what a URL is, but not mandatory. This will be fully explained in the workshop.

■ ***Limited to 20 people, 2 people per computer workstation***

## TUTORIAL 14 (half day)

**Meeting Room F1**

2:00 pm–5:00 pm WWW

### Establishing a Web Site: Build vs. Buy

**Matthew Cutler**
Director of Business Development, net.Genesis

As the World-Wide Web proliferates, numerous companies are looking to establish their presence on the Web. These companies have a choice between hiring people with the technical expertise to set up and administer a Web site in house, or outsourcing the project to a vendor who will create and maintain the site for them. Here are the pros, cons, methods, and vendors for build or buy approaches.

**Who Should Attend:** Executives and data processing professionals at companies that want to create a presence on the World-Wide Web.

**Prerequisities:** None.

## CONFERENCE SESSIONS

### THE BUSINESS OF THE INTERNET
### TRACK A
**Meeting Room A1**

**Session A7**
9:00 am–9:40 am

#### Virtual Places: The Impact on Marketing and Sales

**Chris VandenBerg**
Product Manager—BOS, Microsoft Corp.

The ability to transport Internet users to virtual trade shows, seminars, and other cost-intensive marketing activities is changing the way business is done on a world-wide base. Case study data from three virtual tradeshows, including cost-benefit analysis, will support this discussion. How do these new capabilities affect the traditional view of marketing?

**Session A8**
9:50 am–10:30 am

#### Privacy and Online Business Practices

**Christine Harbs**
Attorney/Privacy Advocate

Harbs offers a look at consumer attitudes and privacy and how they may affect your business and provides suggestions about creating privacy policies and adhering to fair information principles. This session will make you think twice before using certain identifiers or cross matching lists and provide a few suggestions on how to avoid getting "flamed".

10:30 am–11:00 am
**Coffee Break**

**Session A9**
11:00 am–11:40 am

#### The Internet, United Nations, and Global Trade

**Madan Rao**
Communications Director, Inter Press Service, United Nations

The Internet has been chosen by UNCTAD (United Nations Conference on Trade and Development) as one of the platforms for global trade networking. This session will examine the profound contributions the Internet can make to this new partnership between the UN, national and local governments and the private sector through the development of a hi-tech "Trade Point" network.

11:40 am–1:00 pm
**Break—Visit Exhibit Hall**

**Session A10**
2:00 pm–2:40 pm

#### Online Publishing and Advertising: The Fine Line

**Laura Fillmore**
President, Online Bookstore, Inc.

A discussion and online demonstration will illustrate the fine distinction between online publishing and advertising. The Online Bookstore will share its experience and look at the "sponsored" model of publishing.

2:40 pm–3:10 pm
**Coffee Break**

**Session A11**
3:10 pm–3:50 pm

#### Your Message in Cyberspace: Advertising on the Internet

**Larry Chase**
President, The Online Ad Agency

The Internet can now support graphical access to a worldwide audience of interactive, well-educated, upscale users who are hungry for information. And for a limited time only, you'll see few competitors there. This session discloses why.

**Session A12**
4:00 pm–4:40 pm

#### Keep 'em Coming: Bring Them Back to Your Site

**Bruce Judson**
General Manager, Time Inc. Multimedia

## KEYNOTE SESSION – EXHIBIT HALL 1

**Wednesday, April 12**
**1:00–1:40 pm**

### Mapping the Net: Yesterday, Today and Tomorrow

**Gordon Bell**
Computer Consultant

Gordon Bell is a computer industry consultant at large, having spent 23 years at Digital Equipment Corporation as Vice President of R&D and the first Assistant Director for Computing at the National Science foundation where he led the National Research network panel that became the NII/GII.

## ISDN
## TRACK G
**Meeting Room A3**

### Session G1
9:00 am–9:40 am

### ISDN—Equipment & Interoperability

**Richard Brennan**
Technology Manager, AT&T Network Systems

ISDN access to the Internet is a reality. Users, confronted by a bewildering array of equipment choices, must consider function, value, and interoperability in making their selections. This panel will examine the various types of ISDN equipment available for both Internet users and network hubs, and address emerging interoperability standards, such as PPP/ML.

### Session G2
9:50 am–10:30 am

### ISDN Service Providers

**Moderator:**
**Richard Brennan**
Technology Manager, AT&T Network Systems

Users implementing ISDN for access to the Internet need to consider the local and inter-exchange digital telephone services available, including switched 56kb and 64kb network connectivity, as well as selection of an Internet service provider providing digital access. This panel discusses how ISDN access is implemented through various network configurations, how these services interwork, and the impact of the increasing volume of digital call volumes.

10:30 am–11:00 am
**Coffee Break**

### Session G3
11:00 am–11:40 am

### ISDN at Home

**Richard Brennan**
Technology Manager, AT&T Network Systems

How do I get ISDN at home is the most commonly asked question about ISDN access to the Internet, and one with a wide range of responses. Where is ISDN available? How much does it cost? How do I contact the telephone company?…This session provides the answers.

11:40 am–1:00 pm
**Break—Visit Exhibit Hall**

## WHAT'S NEW ON THE NET
## TRACK H
**Meeting Room A3**

### Session H1
2:00 pm–2:40 pm

### Underwater Cybertour: The Dive to the Atlantis

**Alfredo Lusa**
Internet access

Lusa documents a dive off the coast of Hawaii to explore the Atlantis wreck, a sunken World War II oiler. The event was broadcast live and worldwide via the Internet. He details the development of a videotape of the underwater excursion and provides an explanation of the operation, from HSD radio modems to military underwater cables, from multi-cast video conferencing to open water diving.

2:40 pm–3:10 pm
**Coffee Break**

### Session H2
3:10 am–5:00 pm

### Virtual Reality and the Internet

Get in on reports of the implementations of Virtual Reality on the Internet.

**Moderator:**
**Daniel Duncan**
Principal Consultant, The New Research Group

#### *Part 1: Drive on the Moon—From Home*

**David Mitchell**
Diaspar Virtual Reality Network

The session displays simultaneous virtual objects at remote Internet sites.

#### *Part 2: VRML—The Basics*

**Tony Parisi**
Intervista Software

#### *Part 3: Real World VRML*

**Dan Ambrosi**
Product Manager, Silicon Graphics

## THE INTERNET WEB
## TRACK D
**Meeting Room J**

### Session D7
9:00 am–9:40 am WWW

### Capitalizing on the WWW's Knowledge Infrastructure

**David Bayer**
Electronic Publishing Products Manager
Information Dimensions, Inc.

A fundamental gap exists in current implementations of WWW servers: especially in how to tap the hidden potential of the Web's knowledge infrastructure. Bayer addresses three problems that must be overcome to resolve this situation: navigation, scalability, and document component manipulation.

### Session D8
9:50 am–10:30 am WWW

### Building a Commercial Web Site: The Importance of Content

**Jim Sterne**
President, Target Marketing

How do you create a Web site that will make a significant contribution to your organization? The responsibility is on the design team, content is critical. Attendees will see examples of carefully selected content and innovative uses of the Web for marketing via the Internet.

10:30 am–11:00 am
**Coffee Break**

### Session D9
11:00 am–11:40 am WWW

### Building a Commercial Web Site: Attractive Interfaces

**Gregory Giagnocavo**
Wentworth Worldwide Media

To create an effective Web site for your business, and ensure traffic for your site, you need to develop interesting, and easy-to-use interfaces. Here's how—

11:40 am–1:00 pm
**Break—Visit Exhibit Hall**

**Session D10**
2:00 pm–2:40 pm WWW
### World-Wide Web: The View from the Senate

**Chris Casey**
Technology Policy Advisor,
Office of Senator Kennedy, US Senate

The executive branch has been rushing to make government information available on the World-Wide Web. Will Congress do the same? Senator Edward M. Kennedy's office was the first Congressional office with a home page on the Web. His technology policy advisor, Chris Casey, will discuss the status of access Legislative branch and related resources on the web.

2:40 pm–3:10 pm
**Coffee Break**

**Session D11**
3:10 pm–3:50 pm WWW
### Real-Time International Collaboration Over the Internet

**David Clarke**
Farallon Computing, Inc.

**Kirk Scott**
Product Designer, Ubique, Inc.

Imagine a virtual meeting space available to users around the world via World-Wide Web. No need catching that red-eye for the 7 am meeting in London. You don't even need to leave your office. The ability to communicate and work, real-time, on projects and documents collaboratively could change how we live and work.

**Session D12**
4:00 pm–4:40 pm WWW
### Video Streaming Through the Web

**David Levine**
Vice President, NeTV Internet Television

Video on demand is the holy grail of Telcos and Cable companies. CNN and NBC are currently offering video to the desktop over private networks. With new MPEG streaming capabilities and datagram broadcasts being integrated into Web servers and clients, the PC is becoming the ultimate head-end for information services. This session will be an overview of what is now possible in the most advanced test-bed studies, the current accepted standards for video on the Web, and what we can expect in the near future. Will review the M-Bone, Quicktime, MPEG, and next-generation multicast protocols.

## CORPORATE PROVIDER SHOOTOUT
## TRACK 1
**Meeting Room B**

**Session I1**
9:00 am–9:40 am
### A Beginner's Guide to Understanding Internet Access Providers

**Joel Maloff**
President, The Maloff Company

Maloff helps attendees understand the different options available to them both in types of services offered, different types of companies offering services, and options likely to become available during the next twelve months. In addition, participants gain a better understanding of the business implications from Internet access and learn how to use some of the tools provided by Internet access providers.

**Session I2**
9:50 am–10:30 am
### Internet Access Providers Panel: What Distinguishes Them from Each Other?

**Moderator:**
**Catherine Smith**
President, UUNorth International

**Panel:**
**Guy Cook**
President, Colorado Supernet

**Glee Cady**
Manager, Information Services, NETCOM

**Doug Humphrey**
President, Digital Express

In this panel session each of three Internet Access Providers are offered an opportunity to present their views on the criteria that business people should be using to select an IAP. They may emphasize their own strengths but may not use this session as a blatant commercial. The session will give business people an opportunity to hear what IAPs believe to be the needs of the business community.

10:30 am–11:00 am
**Coffee Break**

**Session I3**
11:00 am–11:40 am
### Internet IAP Shootout: The Great Debate

**Moderator:**
**Joel Maloff**
President, The Maloff Company

**Panel:**
**Guy Cook**
President, Colorado Supernet

**Don Hutchinson**
Vice President of Sales & Marketing, NETCOM

**Doug Humphrey**
President, Digital Express

Three IAPs join in a debate format. Maloff will present a question to all three participants who will have an oportunity to respond to individual questions for a limited time. Then audience and other particpants can cross-examine the presenters.

11:40 am–1:00 pm
**Break—Visit Exhibit Hall**

## TCP/IP TOOLS SHOOTOUT TRACK J

**Meeting Room B**

### Session J1

2:00 pm–2:40 pm

**Part 1: TCP/IP Tools Overview**

**Marshall Breeding**
Systems Analyst, Vanderbilt University

Commercial TCP/IP products allow you to access the Internet with a variety of different utilities. This first overview session includes a description of the various components of such software packages such as: TCP/IP kernels; network drivers, and TCP/IP utilities. Breeding will divide the products into architectural categories and explain why each makes a difference.

2:40 pm–3:10 pm
**Coffee Break**

### Session J2

3:10 pm–3:50 pm

**Part 2: TCP/IP Vendor Presentations**

**Moderator:**
**Marshall Breeding**
Systems Analyst, Vanderbilt University

**Panel:**
**Luiza Aguiar**
Product Line Manager, FTP Software, Inc.

**Richard Ting**
Senior Product Manager, SPRY, Incorporated

**Bob Williams**
Vice President, Marketing, NetManage

**John Moehrke**
Technical Support Manager,
Frontier Technologies Corporation

Developers will follow with an overview of the specifics of their own products and explain how each fits into the categories defined in the overview session.

### Session J3

4:00 pm–4:40 pm

**Part 3: TCP/IP Shootout**

**Moderators:**
**Harry Haramis**
Network Engineer, Cohesive Systems

**David Grissom**
Director of Business Systems, Cohesive Systems

Following their prepared scripts, Haramis and Grissom invite vendors to respond to real-time scenarios. Then the audience takes over with questions from the floor. Which product looks best to you?

## INTERNET VILLAGE TRACK K

**Meeting Room C**

### Session K1

9:00 am–9:40 am

**Creative Uses of the Internet: What's Up and What's On**

**Wendie Bernstein Lash**
President, The Internet Roundtable Society

A look at The Internet Roundtable, a live talk show on the Internet. The weekly program airs Wednesdays at 10 pm (EST) and features well-known authors, policy makers, and national figures. Anyone online during the program may participate free, questioning the guest or advocating opinion. Lash suggests other creative uses of the Internet.

### Session K2

9:50 am–10:30 am

**The Law of Cyberspace for Non-Lawyers**

**Mark Radcliffe**
Attorney, Gray Cary Ware Freidenrich

Specific Constitutional law applies to the Internet. Our speaker outlines the basics of these laws and provides information regarding how to navigate cyberspace without getting sued or booed. Legal issues and etiquette are explained in plain language.

10:30 am–11:00 am
**Coffee Break**

### Session K3

11:00 am–11:40 am

**Establishing an Electronic Presence: Issues for Public Sector Organizations**

**Jo Ann Oravec**
Assistant Professor, Baruch College, CUNY

Public sector and non-profit organizations are experimenting with ways to contact clients through the Internet and other means. Oravec explains how organizations can contact potential clients and maintain close relationships with current clients through the Internet, electronic bulletin boards, books, and other means.

11:40 am–1:00 pm
**Break—Visit Exhibit Hall**

### Session K4

2:00 pm–2:40 pm

**Civic Architecture for the Internet**

**John Bailo**
Project Planner, ConnectSoft Corporation

Who should be involved in the design of a civic information system and how can we apply the principles of the great civic architects to the design of public information highways? This informative session will propose some answers.

2:40 pm–3:10 pm
**Coffee Break**

### Session K5

3:10 pm–3:50 pm

**National Identity and the Internet**

**Marsha Woodbury**
Director at Large,
Computer Professionals for Social Responsibility

Woodbury provides a look at how national differences can cause misunderstandings and yet offer amazing new alliances in our electronic era. The session is intended to provide insight into current approaches to national and ethnic identity and how they can affect your business opportunities and practices.

## Session K6

4:00 pm–4:40 pm

### Unintended Impacts of Cyberspace on Everyday Life

**Richard Sclove**
Executive Director, The Loka Institute

Sclove considers a variety of potential and unintended economic, social, and political impacts of cyberspace on our everyday life. He also outlines opportunities for involving a wider range of end-users and non-users in public policy deliberations concerning the development of the Inernet.

**Please Note:** The following tutorials are not included in the day's general sessions. To register, check with the Information Desk in Registration for availability and pricing information.

## TUTORIAL 15 (¼ day)

**Meeting Room F1**

9:00 am–10:30 am **WWW**

### Around the Web in 80 Minutes: Browsing the Whole Web

**David Sachs**
Pace University

**Pete Stair**
Mycroft Information

Join us for a visual guided tour of the World-Wide Web. See interesting and unusual Web sites selected by Web experts Sachs and Stair.

## TUTORIAL 16 (¼ day)

**Meeting Room F1**

11:00 am–12:30 pm **WWW**

### Around the Web in 80 Minutes: Browsing the Whole Web

**David Sachs**
Pace University

**Pete Stair**
Mycroft Information

Join us for a visual guided tour of the World-Wide Web. See interesting and unusual Web sites selected by Web experts Sachs and Stair.

*(Repeat of Tutorial 15.)*

## TUTORIAL 17 (half day)

**Meeting Room F2**

9:00 am–12:00 pm **WWW**

### Hands On—Creating Your Own Home Pages with HTML

**Paul Simkins**
Manager, On-line Services, InfoSource, Inc.

**Dan Benjamin**
Internet Specialist, InfoSource, Inc.

**Who Should Attend:** Anyone who has heard of and used Mosaic or Lynx and wants to know how to create their own pages are encouraged to attend. This workshop is designed for the more advanced user of the Internet with a curiosity about how Web pages are designed.

**Overview:** Participants will learn how to create HTML (hypertext markup language) documents. They will leave the session with a personally created Web page ready to implement. They will learn about URL's, anchors, and graphic files. Sound will not be fully explored.

**Prerequisites:** It is necessary that attendees have explored the World-Wide Web through the software packages Mosaic or Lynx. It is recommended they know what a URL is, but not mandatory. This will be fully explained in the workshop.

■ ***Limited to 20 people, 2 people per computer workstation***

## TUTORIAL 18 (half day)

**Meeting Room G**

9:00 am–12:00 pm **WWW**

### Establishing a Web Site: Build vs. Buy

**Matthew Cutler**
Director of Business Development, net.Genesis

As the World-Wide Web proliferates, numerous companies are looking to establish their presence on the Web. These companies have a choice between hiring people with the technical expertise to set up and administer a Web site in house, or outsourcing the project to a vendor who will create and maintain the site for them. Here are the pros, cons, methods, and vendors for build or buy approaches.

**Who Should Attend:** Executives and data processing professionals at companies that want to create a presence on the World-Wide Web.

**Prerequisities:** None.

## TUTORIAL 19 (half day)

**Meeting Room F2**

2:00 pm–5:00 pm **WWW**

### Hands On—Introduction to Mosaic

**David Sachs**
Pace University

**Pete Stair**
Mycroft Information

**Who Should Attend:** Managers, administrators, and staff wishing to learn the Internet's most popular new interface: Mosaic. If you use or are planning to use the Internet, this workshop will provide an introduction to Mosaic as well as how to use it to deepen understanding of the Internet's global resources.

**Overview:** This workshop will teach you about Mosaic with real-time demonstrations and hands-on activities. Mosaic is a "point-and-click" windows-type interface to all of the resources of the Internet. An intutitive human interface, Mosaic provies access without communications and complexity. New commercial, governmental, and educational "Home Pages" offer instant access to the world's information highway using hypertext and hypermedia.

**Prerequisites:** Although a working knowledge of personal computers will be helpful, the workshop is self-contained and will present all required information.

■ ***Limited to 20 people, 2 people per computer workstation***

## TUTORIAL 20 (half day)

**Meeting Room F1**

2:00 pm–5:00 pm **WWW**

### Maintaining Your Home Page

**Louis Rosenfeld**
President, Argus Associates, Inc.

Creating a Home Page is easy. The tough part is maintaining it. Content must be fresh and compelling to keep the audience coming back. Topics to be covered in this session include: establishing production schedules; no more deadlines as every day is a deadline online. You need to plan carefully; resources needed to maintain a home page include people, hardware, and software; rules to maintain quality control; and think about importance of style guides.

## TUTORIAL 21 (full day)

**Meeting Room A1**

9:00 am–4:30 pm **WWW**

### Buying and Selling on the Web

**Peter Heyman**
Director, Business Development, InterMind Corp.

**Karyn German**
Operations Manager, Cyberspace Development, Inc.

**Michael Higgins**
Application Architect,
Netscape Communications Corp.

**Lisa Thorell**
Vice President, Marketing, SPRY, Inc.

**Daniel Eldridge**
Vice President, ecash Business Development,
DigiCash

**Philip Bane**
Bane & Associates

**Tom Johnston**
Product Manager, Secure Transaction Technology,
Microsoft Corp.

**Magdalena Yesil**
Vice President, Marketing & Online Services,
CyberCash, Inc.

**Who Should Attend:** Any merchant that is considering establishing a Web-based sales outlet. Marketers, IS personnel, business development managers and anyone wanting practical information about existing and future options for completing transactions and collecting payments on the Web.

**Overview:** Every attendee will learn the current state of the art in selling and collecting over the World Wide Web, understanding current methods of buying and selling, viewing case studies, and hearing lessons learned from professionals with experience in the field. Audience members will then explore the new payment systems that promise to revolutionize buying and selling. The workshop will include criteria for selecting payment system(s), an overview of legal and technical issues, and review of the costs involved in establishing a Web "storefront."

**Prerequisites:** Rudimentary knowledge of the Web, Web browsers, and security mechanisms is helpful. Awareness of traditional credit card transaction processing is also useful.

## TUTORIAL 22 (full day)

**Meeting Room A2**

9:00 am–4:30 pm

### Online Publishing Tutorial

**Laura Fillmore**
President, Online BookStore

**Who Should Attend:** Attendees interested in a tutorial demonstrating how to publish on the Internet from conception to realization. Includes advice on using multimedia and building Home Pages.

**Overview:** Defining what you want to publish on the Internet, how it will be different than print publishing, and how to calculate your financial return. Fillmore describes how to identify and adopt the tools available for publishing on the Net, design essentials, and assess the competition. The session will also cover tools for making your publication known on the Internet.

## TUTORIAL 23 (full day)

**Meeting Room A3**

9:00 am–4:30 pm **WWW**

### Commercial Web Development

**Chris VandenBerg**
Product Manager, BOS, Microsoft Corp.

**Michael Bauer**
President, The Internet Group

**Jim Sterne**
President, Target Marketing

**Who Should Attend:** Managers, marketeers, information systems personnel, engineers and anyone looking to understand and leverage the current status and direction of Mosaic/WWW technology for internal or outbound use.

**Overview:** This workshop will give managers, marketeers, and technical personnel the strong background and understanding of WEB capabilities and emerging trends to add value to their organizations. Attendees will learn how to effectively use Web technology, both internally and on the Internet to enhance communications, sales and marketing and customer support. Case studies of Web applications leveraging WWW/Mosaic technology for competitive advantage will be featured.

**Prerequisites:** Attendees should have a basic understanding of the Internet. Prior exposure to Mosaic is recommended.

## TUTORIAL 24 (half day)

**Meeting Room F2**

9:00 am–12:00 pm **WWW**

### Hands On— Introduction to Mosaic

**David Sachs**
Pace University

**Pete Stair**
Mycroft Information

**Who Should Attend:** Managers, administrators, and staff wishing to learn the Internet's most popular new interface: Mosaic. If you use or are planning to use the Internet, this workshop will provide an introduction to Mosaic as well as how to use it to deepen understanding of the Internet's global resources.

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**Prerequisites:** Although a working knowledge of personal computers will be helpful, the workshop is self-contained and will present all required information.

■ ***Limited to 20 people, 2 people per computer workstation***

## TUTORIAL 25 (half day)
**Meeting Room A4**

9:00 am–12:00 pm **WWW**

### The Internet and Global News Operations

**Madan Rao**
Communications Director,
Inter Press Service, United Nations

**Who Should Attend:** Those interested in the Internet as a news gathering source. While much discourse about online publishing on the Internet deals with graphical, copyright, and freedom of speech issues, this session will shed light on how the Internet is reshaping news gathering.

**Overview:** The Internet offers a wealth of research resources for journalists. New products are being generated and synthesized from raw news feeds and totally different forms of communication between news makers, vendors, and consumers are taking place on the Internet.

**Prerequisites:** An interest in exploring new directions and opportunities for Internet product developers in the changing media landscape.

## TUTORIAL 26 (half day)
**Meeting Room B**

9:00 am–12:00 pm **WWW**

### Windows Socket Tutorial

**Michael Baldwin**
President, Dart Communications

**Who Should Attend:** Anyone interested in how to write Windows Sockets compliant applications.

**Overview:** Focus on the fundamentals of TCP/IP network programming for developers who want to port their ptorgrams to TCP/IP. Session includes design considerations, code implementation, runtime debuggig, and testing of application using communications with any host at the facility.

**Prerequisites:** Of use to attendees interested in a tutorial on writing TCP/IP applications using TCP/IP Visual Basic custom controls.

## TUTORIAL 27 (half day)
**Meeting Room F2**

1:30 pm–4:30 pm **WWW**

### Hands On—Creating Your Own Home Pages with HTML

**Paul Simkins**
Manager, On-line Services, InfoSource, Inc.

**Dan Benjamin**
Internet Specialist, InfoSource, Inc.

**Who Should Attend:** Anyone who has heard of and used Mosaic or Lynx and wants to know how to create their own pages are encouraged to attend. This workshop is designed for the more advanced user of the Internet with a curiosity about how Web pages are designed.

**Overview:** Participants will learn how to create HTML (hypertext markup language) documents. They will leave the session with a personally created Web page ready to implement. They will learn about URL's, anchors, and graphic files. Sound will not be fully explored.

**Prerequisites:** It is necessary that attendees have explored the World-Wide Web through the software packages Mosaic or Lynx. It is recommended they know what a URL is, but not mandatory. This will be fully explained in the workshop.

■ ***Limited to 20 people, 2 people per computer workstation***

## TUTORIAL 28 (half day)
**Meeting Room A4**

1:30 pm–4:30 pm **WWW**

### Maintaining Your Home Page

**Louis Rosenfeld**
President, Argus Associates, Inc.

Creating a Home Page is easy. The tough part is maintaining it. Content must be fresh and compelling to keep the audience coming back. Topics to be covered in this session include: establishing production schedules; no more deadlines as every day is a deadline online. You need to plan carefully; resources needed to maintain a home page include people, hardware, and software; rules to maintain quality control; and think about importance of style guides.

## TUTORIAL 29 (half day)
**Meeting Room B**

1:30 pm–4:30 pm **WWW**

### Establishing a Web Site: Build vs. Buy

**Matthew Cutler**
Director of Business Development, net.Genesis

As the World-Wide Web proliferates, numerous companies are looking to establish their presence on the Web. These companies have a choice between hiring people with the technical expertise to set up and administer a Web site in house, or outsourcing the project to a vendor who will create and maintain the site for them. Here are the pros, cons, methods, and vendors for build or buy approaches.

**Who Should Attend:** Executives and data processing professionals at companies that want to create a presence on the World-Wide Web.

**Prerequisities:** None.

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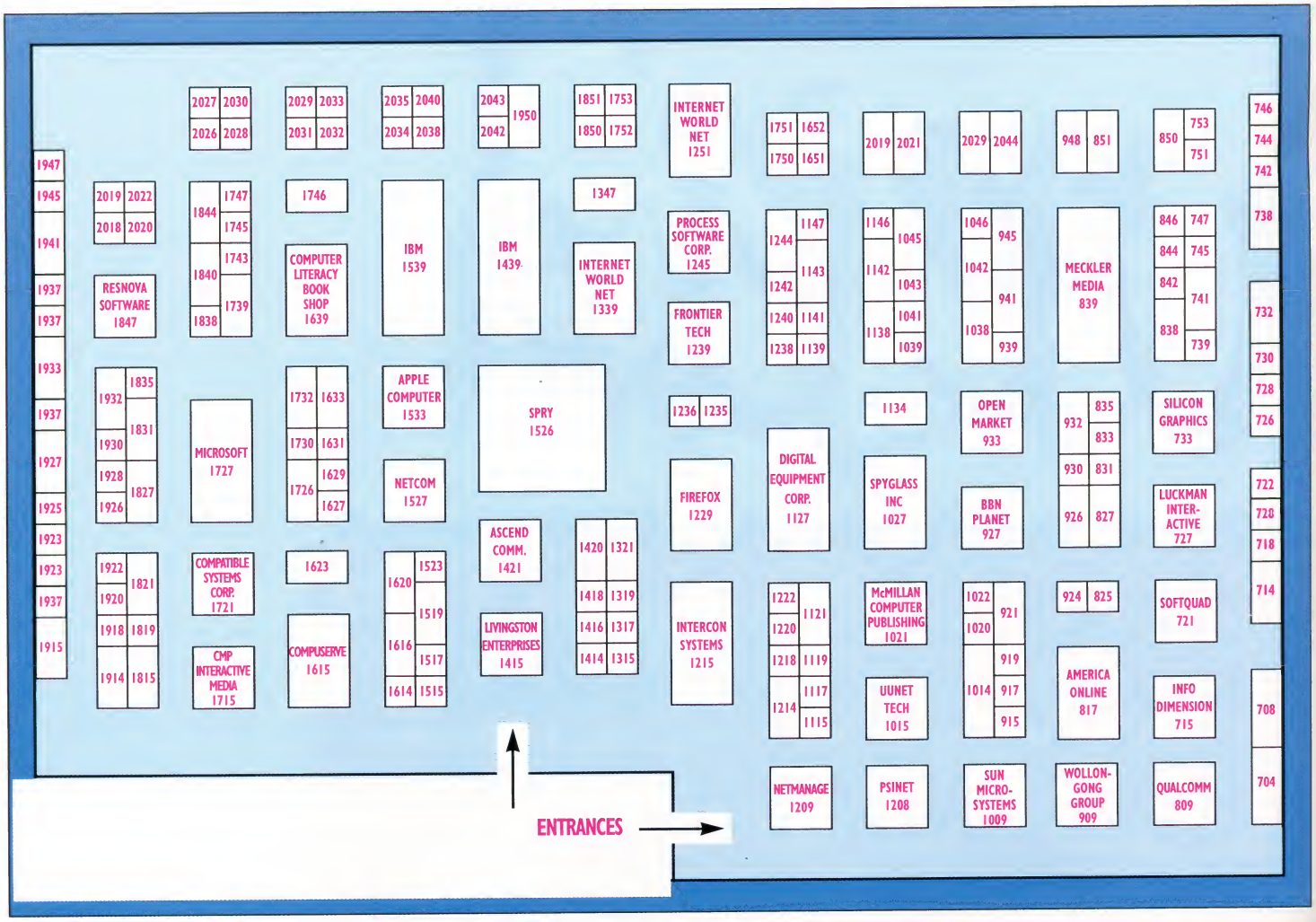



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| 1950 | Synergistic Designs |
| 2019 | NeTV Internet Television |
| 2020 | SBT Accounting Systems |
| 2028 | Network-1 Software + Technology, Inc. |
| 2031 | Best Internet Communications, Inc. |
| 2031 | Home Pages, Inc. |
| 2032 | Logical Design Solutions, Inc. |
| 2034 | Inter@ctive Week |
| 2038 | The McKinley Group, Inc. |
| 2040 | Free Range Media |
| 2042 | Cykic Software |
| 2044 | Industry.Net |

# EXHIBITOR LOCATOR (By Company Name)

| Company Name | Booth # |
|---|---|
| 3Com Corporation | 1121 |
| Active Information Management | 1933 |
| Adobe Systems | 1844 |
| Aimnet Corporation | 1941 |
| America Online | 817 |
| Andataco | 1620 |
| Apple Computer, Inc. | 1533 |
| Arcom Electronics | 1930 |
| Ascend Communications | 1421 |
| BBN Planet | 927 |
| Beame & Whiteside Software | 1045 |
| Bernard Hodes Advertising Career Mosaic | 728 |
| Best Internet Communications, Inc. | 2031 |
| Beverly Hills Internet | 1119 |
| Bitstream Inc. | 1914 |
| Boardwatch Magazine | 1746 |
| Border Network Technologies Inc. | 1821 |
| Capella Networking | 1519 |
| Cathay Pacific Airways | 1747 |
| CCnet Inc. | 1041 |
| CERFnet | 932 |
| Checkfree Corporation | 1321 |
| ClariNet Communications Corp. | 1515 |
| CMP Publications | 1715 |
| Cohesive Systems | 1627 |
| Combinet, Inc. | 838 |
| CommerceNet | 1827 |
| CompassWare Development Inc. | 1923 |
| Compatible Systems Corporation | 1721 |
| CompuServe Information Service | 1615 |
| Computer Literacy Bookshops Inc. | 1639 |
| CONNECT, Inc. | 1932 |
| ContentWare, Inc. | 739 |
| The Communication Resources Company (CRC) | 722 |
| Cykic Software | 2042 |
| Data Communications Magazine | 1928 |
| Dell Computer Corporation | 1240 |
| Digital Data Express | 1416 |
| Digital Equipment Corporation | 1127 |
| Digital Media Group | 745 |
| Dow Jones & Company | 1730 |
| Dun & Bradstreet Information Services | 738 |
| E-Lock Software | 747 |
| EarthLink Network | 1947 |
| Exodus Communications, Inc. | 744 |
| Firefox Inc. | 1229 |
| Free Range Media | 2040 |
| Frontier Technologies | 1239 |
| FTP Software | 1238 |
| Fulcrum Technologies | 941 |
| Galt Technologies | 1922 |
| Gemini Computers, Inc. | 1745 |
| Global Horizons International | 1614 |
| Globalink Technologies | 835 |
| GNP Computers | 1244 |
| High Technology Careers Magazine | 1921 |
| Home Pages, Inc. | 2031 |
| Hughes Network Systems | 1726 |
| IBM Corporation | 1439 |

| Company Name | Booth # |
|---|---|
| IBM Corporation | 1539 |
| ICONOVEX Corporation | 708 |
| ICVerify, Inc. | 1523 |
| InContext Corporation | 1142 |
| Individual, Inc. | 1039 |
| Industry.Net | 2044 |
| Information Dimensions | 715 |
| InfoSource, Inc. | 939 |
| InfoStructure Services & Technologies, Inc. | 844 |
| Inter@ctive Week | 2034 |
| InterCon Systems Corporation | 1215 |
| Interleaf, Inc. | 1840 |
| InterMind Corp. | 726 |
| Internet Business Association (IBA) | 1139 |
| The Internet Group | 1347 |
| Internet One, Inc. | 1939 |
| Internet Security Corporation | 1022 |
| Internet Shopping Network | 1815 |
| Internet Voyager | 1319 |
| InterNex * Tiara | 921 |
| ISDN*tek | 930 |
| John Wiley & Sons, Inc. | 730 |
| Jupiter Communications | 1920 |
| Language Automation | 846 |
| The Library Corporation | 1214 |
| Livingston Enterprises, Inc. | 1415 |
| Logical Design Solutions, Inc. | 2032 |
| Luckman Interactive | 727 |
| MacMillan Computer Publishing | 1021 |
| The McKinley Group, Inc. | 2038 |
| McQueen & Associates | 945 |
| Mecklermedia | 839 |
| Mercury Center | 704 |
| MERISEL | 1117 |
| Microsoft Corporation | 1727 |
| MicroTimes Magazine | 831 |
| Milkyway Networks Corporation | 1623 |
| MKS, Inc. | 1414 |
| MMB Development Corporation | 1420 |
| Money Forte, Inc. | 1937 |
| Morning Star Technologies | 924 |
| NCM | 1115 |
| Net+Effects | 1218 |
| net.Genesis | 1235 |
| NETCOM | 1527 |
| NetManage, Inc. | 1209 |
| The netplaza | 915 |
| NeTV Internet Television | 2019 |
| Network Computing Devices | 827 |
| Network Translation, Inc. | 1141 |
| Network-1 Software + Technology, Inc. | 2028 |
| Newbridge Microsystems | 714 |
| No Hands Software | 1919 |
| Notable Technologies | 1838 |
| O'Reilly & Associates, Inc. | 1014 |
| On Ramp Internet Computer Services | 948 |
| ON Technology Corporation | 1222 |
| Open Market, Inc. | 933 |
| Pacific Bell/AT&T Network Systems | 1831 |
| Pages Software, Inc. | 1242 |

| Company Name | Booth # |
|---|---|
| Paracel Inc. | 919 |
| PAWWS-Portfolio Accounting Worldwide | 1633 |
| Performance Technology, Inc. | 1138 |
| Personal Library Software Inc. | 1143 |
| Phillips Business Information, Inc. | 833 |
| Pilot Network Services, Inc. | 1042 |
| Planet Systems, Inc. | 1835 |
| Prentice Hall PTR | 917 |
| Primary Access | 926 |
| Process Software Corporation | 1245 |
| Prodigy Services Company | 1915 |
| Progressive Systems | 1147 |
| PSINet | 1208 |
| Qualcomm, Inc. | 809 |
| Quality Computers | 1847 |
| Quarterdeck Office Systems | 1616 |
| Quote.Com | 1236 |
| Random House Electronic Publishing | 1743 |
| Raptor Systems, Inc. | 1925 |
| The Red Herring | 1931 |
| ResNova Software Inc. | 1847 |
| Rockwell Network Systems | 825 |
| The Saratoga Group | 1043 |
| SBT Accounting Systems | 2020 |
| Secure Computing Corp. | 732 |
| Security Dynamics | 720 |
| Silicon Graphics | 733 |
| Sirsi Corporation | 842 |
| SkillSearch Corporation | 718 |
| SkiSoft, Inc. | 1629 |
| SoftQuad | 721 |
| Software.net | 1317 |
| SPRY, Inc. | 1526 |
| Spyglass, Inc. | 1027 |
| StarNine Technologies Inc. | 1038 |
| Sun Microsystems Computer Company | 1009 |
| Supra Corporation | 1918 |
| Surf Communications | 1517 |
| Synergistic Designs | 1950 |
| Synergy Software | 1146 |
| System V | 851 |
| Tandem Computers | 741 |
| Telebit Corporation | 1418 |
| TLGnet | 1046 |
| Turnpike Ltd. | 1750 |
| US Cyber | 1819 |
| UUNET Technologies, Inc. (Alternet) | 1015 |
| V-ONE | 1134 |
| Van Nostrand Reinhold—VNR | 1315 |
| Ventana Communications Group | 1926 |
| Verity, Inc. | 1739 |
| WAIS, Inc. | 1020 |
| Walnut Creek CD-ROM | 1631 |
| WEB NET TECHNOLOGIES, INC. | 1751 |
| Websight Magazine | 1651 |
| WEBVISION, INC. | 742 |
| Wentworth Worldwide Media | 1220 |
| Wollongong | 909 |
| ZyXEL | 1752 |

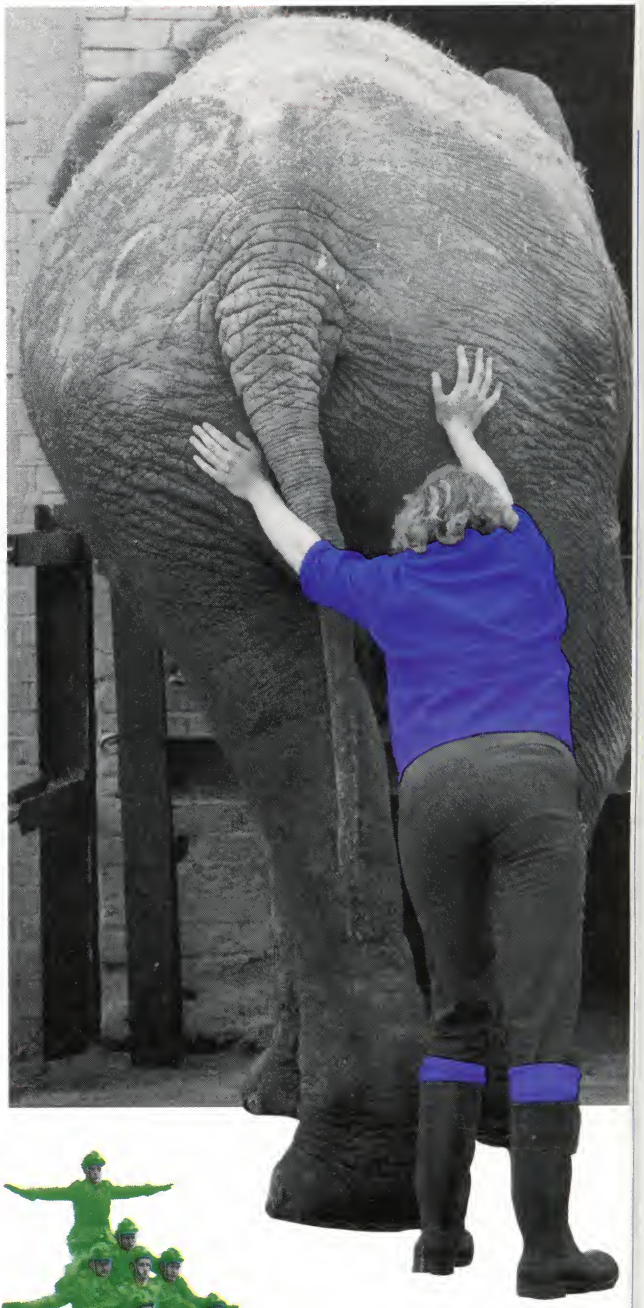



E-mail messages are like fish: You don't want to let the big ones get away, but you need to screen out the little stinky ones. Eudora by QUALCOMM has message filters that you can pre-set to separate the Big Mouths from the Barracudas.

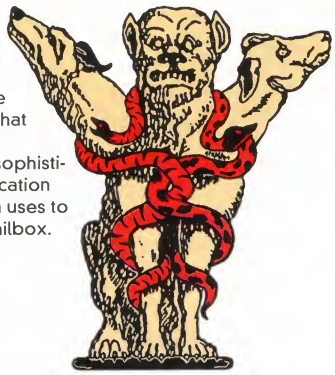
Eudora® by QUALCOMM is like an Ultimate Cruising Machine. Since it's the TCP/IP e-mail application of choice for the Net, you can glide across WANS, through LANs and onto the Net quietly and effortlessly — without having to pass through cumbersome gateways.



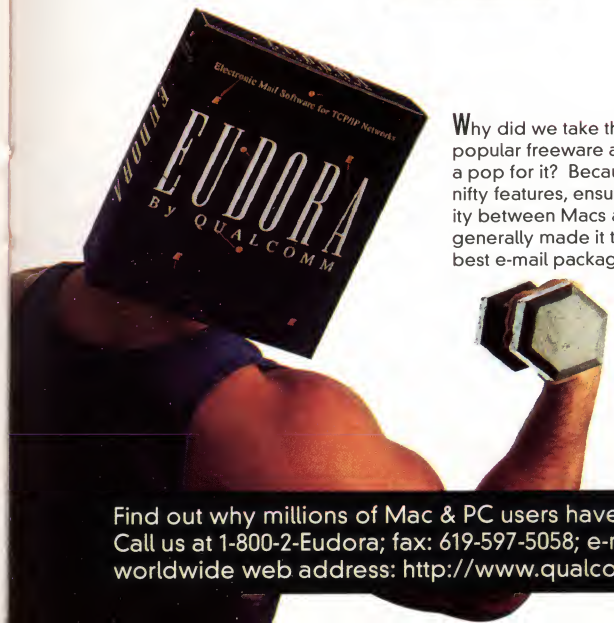
# When buying proprietary e-mail, you may just get more than you bargained for.



Cerberus is the 3-headed cur that guards Hades. Kerberos is a sophisticated authentication system Eudora uses to guard your mailbox.



Most proprietary e-mail applications have really great front ends (GUIs) and tons of features. But try pushing one through a gateway without getting something trampled on... like your message. Not a pretty sight!




Why did we take the world's most popular freeware and charge $65 a pop for it? Because we added nifty features, ensured compatibility between Macs and PCs, and generally made it the world's best e-mail package. At any price.



Is your system administration group balancing proprietary e-mail systems against interoperability, low maintenance and ease of use? Can't be done! Try an open system. Try Eudora!

Find out why millions of Mac & PC users have picked Eudora as their e-mail of choice. Call us at 1-800-2-Eudora; fax: 619-597-5058; e-mail: eudora-sales@qualcomm.com; worldwide web address: http://www.qualcomm.com/QualHome.html.

QUALCOMM

Booth #1121

## 3Com Corporation

5400 Bayfront Plaza
Santa Clara, CA 95052-8145
Phone: 408-764-5000
Fax: 408-764-5001

Founded in 1979, 3Com pioneered the data networking industry. Today the networking leader helps customers optimize their global data networking infrastructures with solutions that include routers, hubs, LAN switches, adapters and network management software for Ethernet, token ring, and high speed networks. Headquartered in Santa Clara, California, 3Com is a Fortune 500 company with worldwide research and development, manufacturing, marketing, sales and support capabilities.

Booth #1933

## Active Information Management

3055 Orchard Drive
San Jose, CA 95134-2022
Phone: 408-456-7266
Fax: 408-456-7041
URL: http://www.activeinfo.com

Active Information Management provides internet and CD-ROM business solutions showcasing, UNIX and PC Web servers (including hardware, secure HTTP, security, admin tools), training, integration, WWW home page design, and hosting services.

Booth #1844

## Adobe Systems

1585 Charleston Road
Mountain View, CA 94039
Phone: 415-962-2816
Fax: 415-962-2659

Adobe™ hardware and software products and technologies enable users to create, view, communicate and print electronic documents across platforms. Leading products include Adobe PostScript™ technology, Adobe Acrobat™, Adobe Illustrator™, Adobe Photoshop™, PageMaker™ and the Adobe Type Library.

Booth #1941

## Aimnet Corporation

20410 Town Center Lane
Cupertino, CA 95014
Phone: 408-257-0900
Fax: 408-257-5452

Discover Aimnet Corporation, a SF Bay Area ISP. Our flat rate ISDN is dynamite! Meet an Internet team that offers true connectivity partnerships and real customer service.

Booth #817

## America Online

8619 Westwood Center Drive
Vienna, VA 22182
Phone: 703-448-8700
Fax: 703-883-1509

Focusing on interactive communications, America Online provides its subscribers with a wide variety of features including electronic mail, news magazines, weather, sports, stock quotes, etc. America Online provides a significant on ramp to the Internet's vast network of highways.

Booth #1620

## Andataco

10140 Mesa Rim Road
San Diego, CA 92121
Phone: 619-453-9191
Fax: 619-453-9294
URL: http://www.andataco.com

ANDATACO is the leading designer and manufacturer of SCSI-based storage technologies for the UNIX enterprise and continues to be a leading system and network integrator for the client/server market.

Booth #1533

## Apple Computer, Inc.

One Infinite Loop
Mail Stop 81C
Cupertino, CA 95014
Phone: 408-974-3452
Fax: 408-974-2065
URL:
http://www.info.apple.com/product

Apple Computer is pleased to introduce new Apple Internet Web Servers. Create home pages using a MacOS-based platform easily without being a UNIX expert! Visit our booth #1533 and come to our special FREE seminar to learn more about publishing on the WWW!

Booth #1930

## Arcom Electronics

525 E. Brokaw Road
San Jose, CA 95112
Phone: 408-452-0678
Fax: 408-452-0979

Arcom provides networking services/products to meet todays demands for the Internet. To meet the demand of small office/home office connectivity, Arcom will be exhibiting the new Telebit Netblazer LS with routing over ISDN.

Booth #1421

## Ascend Communications

1275 Harbor Bay Parkway
Alameda, CA 94502
Phone: 510-814-2354
Fax: 510-814-2300
E-mail: info@ascend.com
URL: http://www.ascend.com

Ascend Communications produces customer premises and central office equipment providing access over switched (ISDN, Switched 56/64, analog) and dedicated digital (leased, Frame Relay) services for remote LAN access, Internet access, LAN internetworking, videoconferencing access, and other applications requiring global bandwidth on demand.




Booth #927

## BBN Planet

150 Cambridge Park Drive
Cambridge, MA 02140
Phone: 617-873-3433
Fax: 617-873-5620
URL: http://www.bbnplanet.com/

BBN Planet is your "one-stop" choice for Internet business solutions. BBN Planet offers a complete range of value-added Internet services including: Internet access, Internet network integration, 24x7 technical support Networks Operations Center, WWW, Internet security, custom consulting and Internet Training.

Booth #1045

## Beame & Whiteside Software

706 Hillsborough St.reet
Raleigh, NC 27603-1655
Phone: 919-831-8989
Fax: 919-831-8990

Beame & Whiteside, Inc. develops and markets a range of high performance Client/Server TCP/IP, NFS, and IPX/SPX connectivity software for DOS, Windows 3.x, Windows NT and Solaris platforms to integrate PC's into the world of Internet open standards computing.

Booth #728

## Bernard Hodes Advertising Career Mosaic

1101 Embarcadero Road
Palo Alto, CA 94303
Phone: 415-856-1000
Fax: 415-856-1181

Meet the developers and providers of award-winning Web sites such as CareerMosaic™. PC Week Labs calls CareerMosaic™ "One of the Best Commercial Sites on the Web."

Booth #2031

## Best Internet Communications, Inc.

421 Castro Street
Mountain View, CA 94041
Phone: 415-964-2378
Fax: 415-691-4195

The Bay Area's premier service provider. The Best connection at the Best price. Featuring high speed 28k dial-up and creative world wide web service seperates Best from the competition.

Booth #1119

## Beverly Hills Internet

9401 Wilshire Boulevard
Suite 500
Beverly Hills, CA 90210
Phone: 310-273-0400
Fax: 310-273-0404

We provide space and time on the World-Wide Web for companies who want to advertise, promote, sell, survey, solicit and otherwise communicate with the vast audience on the Internet.




Booth #1914

## Bitstream Inc.

215 First Street
Cambridge, MA 02142
Phone: 617-497-6222
Fax: 617-868-4732
URL: http://www.bitstream.com

Bitstream® TrueDoc™ Imaging Technology delivers full font freedom for worldwide Internet publishing. TrueDoc finally makes imaging, sharing and publishing of richly formatted electronic documents possible.

Booth #1746

## Boardwatch Magazine

8500 W. Bowles Avenue
Suite 210
Littleton, CO 80123
Phone: 303-973-6038
Fax: 303-973-3731

A monthly publication covering the Internet, Electronic Bulletin Boards, and World-Wide Web through editorials, product reviews, and service analysis.

Booth #1821

## Border Network Technologies Inc.

1 Young Street
Suite 1400
Toronto, Ontario
CANADA M5E 1J9
Phone: 416-368-7157
Fax: 416-368-7789
E-mail: info@border.com
URL: http://www. border.com

Border is a leader in the exploring market for Internet firewalls. The BorderWare Firewall Server is a complete Internet gateway and firewall security system in one. It combines Internet application-level servers with proxies for applications such as Mosaic, Telnet, and File Transfer with a transparent IP firewall.




Booth #1519

## Capella Networking

2603 Lincoln Avenue
Belmont, CA 94002
Phone: 415-591-3400
Fax: 415-591-3476
E-mail: info@capella.com
URL: http://www.capella.com

Capella Networking specializes in supplying proven cost-effective remote network access products and services, including installation, integration and support. Our experienced staff of networking experts can provide you with comprehensive internetworking solutions from Livingston, USRobotics, Telebit, Shiva, Ascend, Adtran and TyLink. For all your enterprise network needs, contact Capella Networking today.

Booth #1747

## Cathay Pacific Airways

300 N. Continental Boulevard
Suite 500
El Segundo, CA 90245
Phone: 310-615-1113
Fax: 310-615-0042

Cathay Pacific Airways is the first airline offering a comprehensive marketing presence on the Internet. Visit our booth where you can register as a CYBERTRAVELER and qualify to win a free trip from Los Angeles to Hong Kong.

Booth #1041

## CCnet Inc.

190 N. Wiget Lane
Suite 291
Walnut Creek CA 94598
Phone: 510-988-0680
Fax: 510-988-0689

CCnet provides fast, easy and affordable Internet Access to the entire East Bay, Sacramento, and San Jose areas. Dialup, dedicated PPP (up to 28.8Kbps) and High Speed (56Kps–T1) access. COME CHECK US OUT.

Booth #932

## CERFnet

PO Box 85608
San Diego, CA 92186-9784
Phone: 619-455-3903
Fax: 619-45-3990

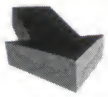
CERFnet—recipient of numerous users choice awards—is a leading edge data communications network connecting corporations and individuals to the Internet. CERFnet offers high-speed dialup, dedicated connections and WEB services. Visit us at booth 932.

Booth #1321

## Checkfree Corporation

8275 North High Street
Columbus, OH 43235
Phone: 614-825-3395
Fax: 614-825-3307
E-mail: info@checkfree.com
URL: http://www.checkfree.com

Checkfree Corporation has been providing custom-designed electronic receivable collection systems to successful interactive businesses for more than a decade. We have the experience, support, and security you need. No other company can move money globally with the same ease. For more information, call 1-800-532-9696, or contact info@checkfree.com.



Booth #1515

## ClariNet Communications Corp.

4880 Stevens Creek Boulevard
Suite 206
San Jose, CA 95129
Phone: 408-296-0366
Fax: 408-296-1668
E-mail: info@clarinet.com.

ClariNet publishes the e.News: an economical source of professional news and information delivered to your computer. Live global & U.S. news, financial information, computer industry news, syndicated features, and more.

Booth #1715

## CMP Publications

600 Community Drive
Manhasset, NY 11030
Phone: 516-562-5000

CMP Publications: NetGuide / The Key to the Online World; InteractiveAge / The Newspaper with Content, Technology and Communications for the Information Highway; Interactive Media Group.



Booth #1627

## Cohesive Systems

1510 Fashion Island Boulevard
Suite 104
San Mateo, CA 94404
Phone: 415-574-3500
Fax: 415-574-4657
URL: http://www.cohesive.com/

Cohesive Systems provides secure corporate Internet products an services for WWW, TCP/IP, and E-mail. We will demonstrate our CENTRI™ Application—level firewall software plus a complete range of Internetworking solutions.



Booth #838

## Combinet, Inc.

333 W. El Camino Real
Sunnyvale, CA 94087
Phone: 408-522-9020
Fax: 408-732-5479
URL: http://www.combinet.com/

New products! Demonstrating: EVERYWARE 1000 Series of LAN Adapter Cards starting under $500; the EVERYWARE 2000, the industry's first Home/Branch Office router under $1000. All enable fast, easy-to-use Internet access.



Booth #1827

## CommerceNet

800 El Camino Real
Menlo Park, CA 94025
Phone: 415-617-8790
Fax: 415-617-1516

CommerceNet is a consortium of technology-oriented organizations whose charter is to facilitate the use of an open Internet-based electronic marketplace for business-to-business transactions.



Booth #1923

## CompassWare Developement Inc.

18 West 27th Street
New York, NY 10001
Phone: 212-685-4220
Fax: 212-685-4401
E-mail: info@Compassware.com
URL: http://www.Compassware.com

CompassWare Development will be demonstrating its Compas-Search Web Server, a highly powerful, intelligent, full text Conceptual Search Engine Publishing Tool specifically designed for content-intensive World Wide Web publishers.



Booth #1721

## Compatible Systems Corporation

4730 Walnut Street
Suite 102
Boulder, CO 80301
Phone: 303-444-9532
Fax: 303-444-9595

Compatible Systems presents WorldWire, the Internet bundle for LANs. Compatible is a leading supplier of multiprotocol easy-to-use Ethernet routers for WAN and LAN connectivity.

CompuServe

Booth #1615

## CompuServe Information Service

5000 Arlington Center Boulevard
Columbus, OH 43220
Phone: 614-457-8600
Fax: 614-457-0078
URL: http://www.compuserve.com

CompuServe has successfully introduced hundreds of thousands of people to USENET newsgroups, File Transfer Protocol (FTP) and remote login (telnet) since introducing our Internet Made Easy℠ approach in mid-1994. A true pioneer with the first e-mail connection between the Internet and a major online service in 1989, CompuServe continues to be the leading Internet services company. For the latest details, visity us on the Web at http://www.compuserve.com.

Computer Literacy Bookshops Inc.
*World's largest selection of computer books*

Booth #1639

## Computer Literacy Bookshops Inc.

2890 Zanker Road
Suite 209
P.O. Box 641897
San Jose, CA 95164
Phone: 408-435-5015
Fax: 408-435-0689

Computer Literacy Bookshops offers the world's largest selection of books on the Internet and other computer topics. Worldwide mail-order services, Corporate Account services, and retail locations (in Vienna, VA (703) 734-7771; San Jose, CA (408) 435-1118; Sunnyvale, CA (408) 730-9955; and Cupertino, CA (408) 973-9955 are available to serve all your computer and business book needs.

CONNECT℠

Booth #1932

## CONNECT, Inc.

515 Ellis Street
Mountain View, CA 94043
Phone: 415-254-4000
Fax: 415-254-4800
URL: http:\\www.connectinc.com

CONNECT provides industrial-strength communication solutions for organizations that want to take advantage of both the Internet and a private, customized on-line network for information sharing and electronic commerce.

Booth #739

## ContentWare, Inc.

160 Madison Avenue
6th Floor
New York, NY 10016
Phone: 212-447-9494
Fax: 212-447-6723

Interactive catalogs on CD-ROM. On-line shopping mall on Internet.

Booth #722

## The Communication Resources Company (CRC)

2024 Prince Street
Suite B
Berkeley, CA 94703-2519
Phone: 510-549-0464
Fax: 510-849-1803

CRC provides a complete range of Internet equipment, access and services from turnkey systems to individual components. We may provide and configure your ISDN line, router and Internet account.

Booth #2042

## Cykic Software

3944 Third Avenue
San Diego, CA 92103
Phone: 619-297-0182
Fax: 619-297-8074

Using only a PC, Hype-It 3000 is a fully functional relational database www server software package. Web browsers can search and query your database with no concurrent user license fee.

Data Communications

Booth #1928

## Data Communications Magazine

1221 Sixth Avenue
41st Floor
New York, NY 10020
Phone: 212-512-3349
Fax: 212-512-3351

Data Communications is the only global networking technology magazine written for the professionals who plan, design, and manage corporate backbone networks. In each issue, the magazine covers every aspect of networking for the professional inside corporations who maintains the enterprise network infrastructure of those consultants and outside integrators who do networking for hire. Editorial focuses on in-depth coverage of important infrastructure products and services such as wiring hubs, routers, nodal switches, multiplatform networked applications, and telecommunications services, as well as network operating systems, servers, and LAN applications from a corporate backbone network perspective.

DELL™

Booth #1240

## Dell Computer Corporation

2300 Greenlawn Boulevard
Round Rock, TX 78664
Phone: 800-274-7799
Fax: 512-728-3653
URL: http://www.dell.com/

A Global 500 company, Dell Computer Corporation (Nasdaq: DELL) designs, develops, manufactures, markets, services and supports a complete line of personal computers compatible with industry standards. Dell is one of the world's leading direct marketers of personal computers, ranging from 486 Desktops to Pentium Servers and state of the industry Portables. Dell Computer offers Internet Solutions for both client and server platforms. Every Dell System sold is backed by 24 hour service and support, with industry leading compatibility guarantees. Information on the company and its products can be obtained through its toll-free number: 1-800-BUY-DELL (1-800-289-3355) or by accessing the Dell World Wide Web server, at http://www.dell.com/.

Booth #1416

## Digital Data Express

4320 Stevens Creek Boulevard
Suite 190
San Jose, CA 95129
Phone: 408-249-9706
Fax: 408-249-9708

Conveniently located in Silicon Valley, Digital Data Express provides a wide variety of Internet connectivity and training solutions for the home or office. With their "Internet Made Simple" package, "Introduction to Internet Video," workbooks, connectivity and training softwares, DDE is rapidly becoming a leader in the industry.

digital

Booth #1127

## Digital Equipment Corporation

30 Porter Road
Littleton, MA 01460
Phone: 415-617-3319
URL: http://www.digital.com/
http://www.digital.com/ibg/

Come visit Digital Equipment Corporation's booth #1127. When it comes to the Internet, Digital means business! Digital has a full range of products, services, and partners to get you started quickly. See demos of our new "forum" capabilities to let Web users interact; we'll also be highlighting our new NT Servers, our Firewall Security, and many other offerings! Stop by today!

Booth #745

## Digital Media Group

5300 West 104th Street
Los Angeles, CA 90045
Phone: 310-677-4880
Fax: 310-677-3336

CD-ROM manufacturer.

Booth #1730

## Dow Jones & Company

P.O. Box 300
Princeton, NJ 08543-030
Phone: 609-520-4684
Fax: 609-520-4655
E-mail:
info@newscenter.dowjones,wais.net
URL:
http://newscenter.dowjones.wais.net

Dow Jones will be demonstrating a new business information service, Dow Jones News Center. This new service provides Internet users with a single source for business news, including The Wall Street Journal.

Booth #738

## Dun & Bradstreet Information Services

3 Sylvan Way
Parsippany, NJ 07054
Phone: 201-605-6000
Fax: 201-605-6921

Stop by to hear the latest news on product availability and secure transactions via D+B's web server, D+B's involvement with internet MCI, electronic commerce announcements, and other late breaking events.

Booth #747

## E-Lock Software

1978 Virginia Street
Medford, OR 97501
Phone: 503-734-2412
Fax: 503-779-7429

Easy to use email encryption at a very low price.

Booth #1947

## EarthLink Network

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Fax: 213-644-9510

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E-mail: sales@firefox.com
URL: http://www.firefox.com

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E-mail: info@frontiertech.com
URL: http://www.frontiertech.com

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E-mail: membership@iba.org
URL: http://www.iba.org
Gopher: iba.org

The mission of the IBA is to become the recognized source for public education about the Internet, to provide a voice for small-to-midsize companies that provide Internet services and products, and to promote freedom of access to the Internet while maintaining individual privacy. The IBA is made up of two corporate entities: a not-for-profit organization which provides education and research about the Internet, and a separate entity which evaluates current legislation and acts as an advocacy group. Membership will be open to any who have an interest in supporting the goals of the IBA.

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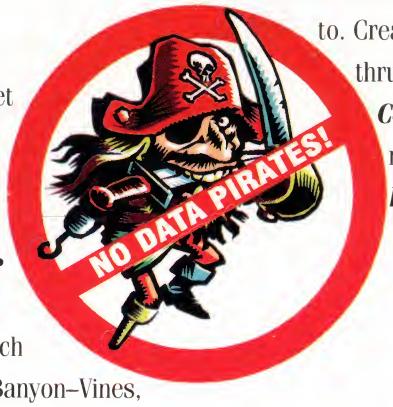


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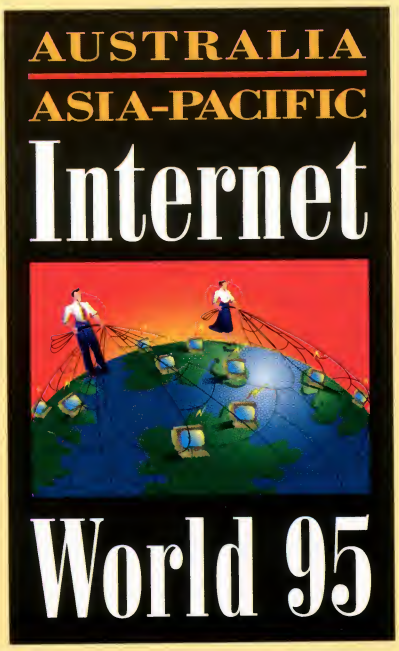
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Phone: 510-934-3700
Fax: 510-934-7351

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MicroTimes 230,000 circulation reaches the single largest market of corporate and professional consumers of computer products nationwide. Pick up your free copy of our Northern CA edition.

Booth #1623

## Milkyway Networks Corporation

2650 Queensview Drive
Suite 255
Ottawa, Ontario
CANADA K2B 8H6
Phone: 613-566-4574
Fax: 613-596-5615
URL: http://www.milkyway.com

The Black Hole™, a superior application level firewall, delivers security features no other product can match:

- "transparent" mode support, enabling single-step connection
- continuous monitoring of all active and inactive TCP and UDP ports, detecting all poking attempts
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MKS

Booth #1414

## MKS, Inc.

185 Columbia Street West
Waterloo, ONT
Canada N2L 5Z5
Phone: 519-884-2251
Fax: 519-884-8861
URL: http://www.mks.com

NEW! MKS Internet Anywhere v2.1 provides instant Internet access. With 30 days free access and 1,100+ providers, MKS Internet Anywhere makes the Internet more accessible and more affordable than ever!

Booth #1420

## MMB Development Corporation

904 Manhattan Avenue
Manhattan Beach, CA 90266
Phone: 800-832-6022 or
310-318-1322
Fax: 310-318-2162

MMB TEAMate is a UNIX based server supporting proprietary GUI clients (Windows, Mac & OS/2), Gopher & Mosaic access. All features needed to support a commercial online service are included.

Booth #1937

## Money Forte, Inc.

5519 Ridgewood Drive
Fremont, CA 94555
Phone: 510-772-2468
Fax: 510-792-6071

Money Forte, Inc. provides high-quality, personalized financial planning via Internet. Our staff of certified financial planners will assist a client with specific financial advice to buy a home, send children to college or allocate 401(K) funds for $79.95.

Booth #924

## Morning Star Technologies

3518 Riverside Drive
Suite 101
Columbus, OH 43221
Phone: 614-451-1883
Fax: 614-459-5054

Morning Star Technologies provides affordable, secure, unpgradeable branch office multi-protocol routers from dial-up PPP to ISDN to T1/E1 frame relay. The most feature packed, robust PPP for UNIX in the industry is available for most platforms. Firewall security in all our products. Encryption is a standard feature with all our routers. Use Morning Star to create secure, private, virtual networks through the Internet.

announcing

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## If you're surfing the net, you're just skimming the surface.

**Attack** the Internet with better speed, accuracy, and excellent technical support, all from an industry leader.

**Thrash** the Internet with tools like... Web, Email (that supports pictures, movies and sounds), FTP, Gopher, and Electronic News.

**Devour** all the information (sound bytes, pictures, data, and fun) that the Internet has to offer.

## Attack, Thrash and Devour the Net!

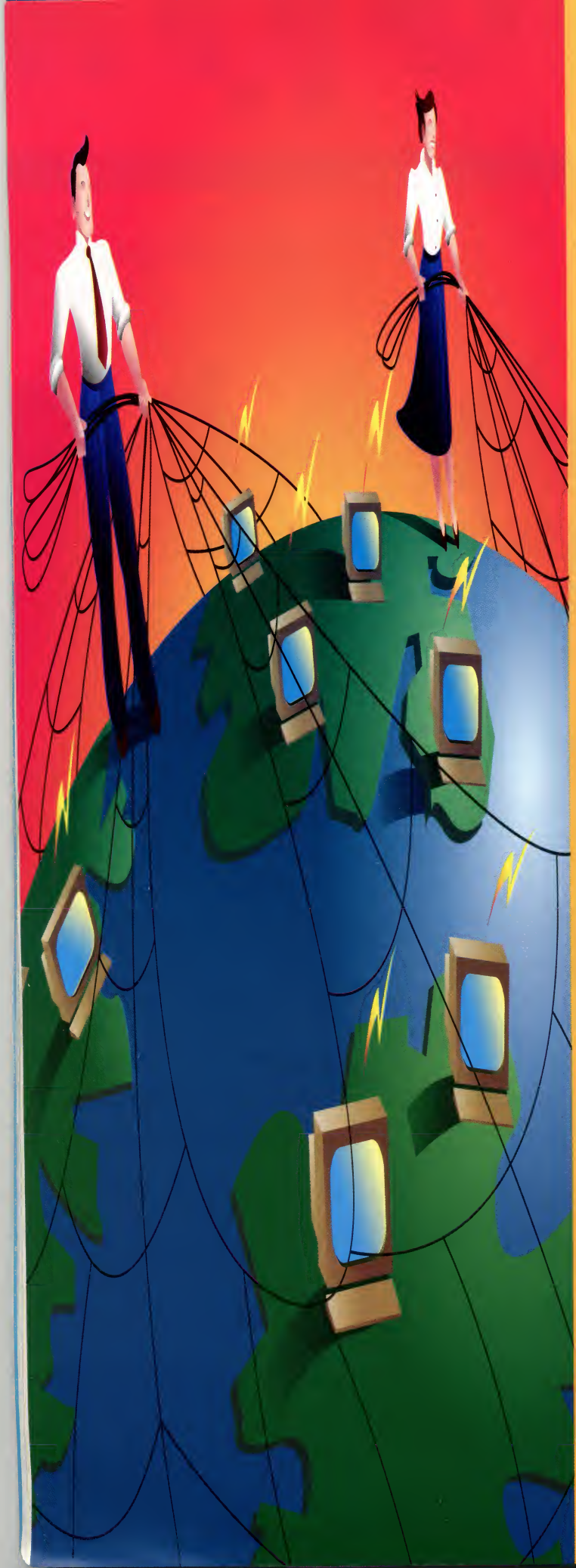
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**Easy-to-use, all-in-one Internet access.**

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**'Cause it's an ocean out there.**

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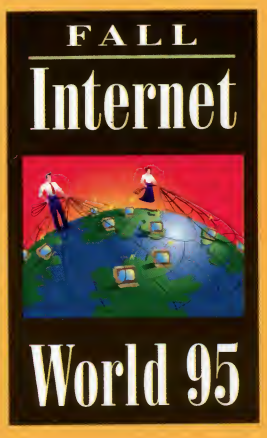


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Sponsored by: Internet World magazine and The Commercial Internet Exchange

NCM
Network and Communications Management, Inc.

Booth #1115

## NCM

6803 Whittier Avenue
McLean, VA 22101
Phone: 703-847-0040
Fax: 703-442-5703
URL: http://www.ncm.com

Gateway connects multiple Novell, DOS or Windows users to telnet, FTP, e-mail, gopher, WWW and news Internet services using one IP address. Dual 28.8 modems available for 56kbs plus throughput over 2 dialup lines.

Booth #1218

## Net+Effects

6475 Dwyer Court
San Jose, CA 95120
Phone: 408-739-0557
Fax: 408-997-1915

Net+Effects is demonstrating "plug 'n play" servers that allow you to become an information publisher or Internet Service Provider on the Internet. We build, configure and administer the equipment. You add data and get customers.

net.Genesis

Booth #1235

## net.Genesis

526 Beacon Street
Boston, MA 02215-2396
Phone: 617-267-0793
Fax: 617-236-5502
URL: http://www.netgen.com/

net.Genesis is an Internet/WWW software development and consulting firm formed out of MIT. net.Genesis' technical consulting services are complemented by its proprietary suite of server-side WWW software tools.

NETCOM
The Leading Internet Service Provider

Booth #1527

## NETCOM

3031 Tisch Way
2nd Floor
San Jose, CA 95128
Phone: 408-345-2600
Fax: 408-241-9145
URL: http://www.netcom.com

NETCOM, the leading Internet service provider, offers a full spectrum of connections ranging from a personal dial-up account to full T1 dedicated network connectivity as well as NetCruiser Internet software for direct, easy Internet access.

Booth #1209

## NetManage, Inc.

10725 N. De Anza Boulevard
Cupertino, CA 95014
Phone: 408-973-7171
Fax: 408-257-6405

Internet Chameleon "is the leading" Windows Internet interface. Automatically sign up for an account and connect to the Internet within 5 minutes with "Instant Internet". Application included: Instant Internet tool, Chameleon Mosaic+, Archie, SMTP Mail with MIME, Newsreader and more!

netplaza℠

Booth #915

## The netplaza

861 Lafayette Road
Suite 6
Hampton, NH 03842
Phone: 800-348-5148
Fax: 603-926-1728
URL: http://netplaza.com/plaza

The netplaza is a fully interactive cyber-space shopping mall providing secure on-line ordering, a searchable random access database, and 34 customized user-friendly web pages on the netplaza's server. This inexpensive, 24-hour sales channel presents its clients in specialized areas (floors) for retail marketers, business-to-business marketers, conferences and consultants, and non-profit organizations. A netplaza storefront can also be created and linked to any exisiting web site.

NeTV™
INTERNET TELEVISION™
Pacificom International, Ltd.

Booth #2019

## NeTV Internet Television

1117 Isabel Street
Burbank, CA 91506
Phone: 818-842-0417
Fax: 818-842-0418
URL: http://www.netv.com/netv/

NeTV is the producer of the Internet World Live! television program. Pick up your video copy at a 25% Discount Convention Special. Visit the booth to learn about video distribution on the Net. And check out Internet World Live! online at http://www.netv.com/netv/

NCD
Network Computing Devices

Booth #827

## Network Computing Devices

350 N. Bernardo Avenue
Mountain View, CA 94043
Phone: 415-691-2757
Fax: 415-961-6958

Network Computing Devices, Inc. is the world leader in X terminals, offering color and monochrome units across the price/performance spectrum. NCD also provides powerful PC-to-UNIX integration software (PC-Xware) and a complete cross-platform e-mail system (Z-mail).

Booth #2028

## Network-1 Software+ Technology, Inc.

909 Third Avenue
9th Floor
New York, NY 10022
Phone: 800-NETWRK1
Fax: 800-NET1FAX

NETWORK-1 will be demonstrating its new Internet security solution, NET1-FireWall™. Through a highly graphical-based interface, this full featured product is easy to set-up, control and modify. Priced below $12,000.

Booth #1141

## Network Translation, Inc.

1901 Embarcadero Road
Palo Alto, CA 94303
Phone: 415-494-6387
Fax: 415-424-9110

Network Translation Inc. showcases the Private Internet Exchange (PIX) the world's first network address translation device. PIX allows painless connection of unregistered networks to the internet; enhancing the security and usability of the corporate LAN.

Booth #714

## Newbridge Microsystems

603 March Road
Kanata, Ontario K2K 2M5
CANADA
Phone: 613-592-0714
Fax: 613-592-1320

Newbridge Microsystems invites you to take the Internet Challenge at Booth #714. Learn about our SPRITE™ product lines for Novell® and Sun®.

Booth #1919

## No Hands Software

1301 Shoreway Road
Suite 220
Belmont, CA 94002
Phone: 415-802-5800
Fax: 415-593-6868

Introducing Common Ground Internet Publisher, the easiest way to take existing documents and publish them on the WWW using our exclusive "pages and demand" technology, the perfect compliment to HTML.

Booth #1838

## Notable Technologies

1221 Broadway
20th Floor
Oakland, CA 94612
Phone: 510-208-4400
Fax: 510-444-4493

**Notable Technologies, The Provider of AirNote Services.** Notable Technologies, Inc. is dedicated to providing integrated technology, customer service and information content that gives mobile professionals one stop, turnkey access to a broad range of communications services, and immediate access to personalized, time sensitive information. Cusomers acquire their hardware, software, network access, information service and content, customer service, support, and billing all from Notable. Taken together, these products and services constitute the "glue" that pulls together today's wireless technologies into a form that is easily understandable and usable.

O'REILLY & ASSOCIATES, INC.

Booth #1014

## O'Reilly & Associates, Inc.

103A Morris Street
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Phone: 707-829-0515
Fax: 707-829-0104
URL: http://www.ora.com/
http://gnn.com/ora/

O'Reilly & Associates is recognized worldwide for its definitive books on the Internet, UNIX, and the X Window System, and for its online Internet information service, Global Network Navigator (GNN).

Booth #948

## On Ramp Internet Computer Services

4632 S. Maryland Parkway
Las Vegas, NV 89119
Phone: 702-795-7267
Fax: 702-795-7860

Wagernet — the only way to gamble legally on the net. Discover how we can bring on-line sports betting excitement to you. On Ramp Internet Computer Services, owner of Vegas.COM is the lead consultant for Wagernet.

Booth #1222

## ON Technology Corporation

1 Cambridge Center
Cambridge, MA 02142
Phone: 617-692-3205
Fax: 617-374-1433

Online Access

## Online Access Magazine

900 N. Franklin
Suite 310
Chicago, IL 60610
Phone: 312-573-1700
Fax: 312-573-0520
Compuserve: 70324,343

Online Access Magazine is the connection to online services, bulletin boards and the Internet. A leading online publication, Online Access educates and informs readers on the benefits of all things online.

Booth #933

## Open Market, Inc.

215 First Street
Cambridge, MA 02142
Phone: 617-621-9500
Fax: 617-621-1703

Open Market, Inc. (OMI) offers a suite of products and services which provide a secure, end-to-end electronic commerce solution for doing business over the Internet. Products include on-line store creation tools and a suite of commerce enabled server products. Functionality includes account management and reporting, credit card authorization, authentication and payment processing.

Booth #1831

## Pacific Bell/ AT&T Network Systems

2600 Camino Ramon
#4S200V
San Ramon, CA 94583
Phone: 510-823-5178
Fax: 510-277-1808

Demonstration: ISDN access to the Internet.

Booth #1242

## Pages Software, Inc.

9755 Clairemont Mesa Boulevard
San Diego, CA 92124
Phone: 619-492-9050
Fax: 619-492-9124

WebPages™ WYSIWYG HTML authoring application, utilizing an innovative drag and drop interface for element placement and linking. Offered as software for existing NEXTSTEP/OpenStep users and integrated with the Neticity workstation.

Booth #919

## Paracel Inc.

80 South Lake Avenue
Suite 650
Pasadena, CA 91101
Phone: 818-666-6688
Fax: 818-666-6677

Paracel manufactures a text filtering and analysis computer-fast data finder. It will be demonstrated filtering Internet and other news sources for personalized current awareness.

Booth #1633

## PAWWS-Portfolio Accounting Worldwide

101 Hudson Street
Suite 3612
Jersey City, NJ 07302
Phone: 201-332-2020
Fax: 201-332-8133
URL: http://pawws.secapl.com

PAWWS is the first company on the Internet that integrates powerful portfolio accounting software, brokerage services, quotes, news, fundamental and technical data, reports and more. You can handle every aspect of your personal investment planning by yourself, everything from research to entering trade orders.

Booth #1138

## Performance Technology, Inc.

800 Lincoln Center
7800 IH-10 West
San Antonio, TX 78230
Phone: 210-979-2000
Fax: 210-979-2002
URL: http://www.perftech.com

Performance Technology introduces Instant Internet™, a plug-and-play Internet access product that enables all users on a NetWare or POWERLan network to access the Internet simultaneously, with no reconfiguration of LAN workstations or servers required.

Booth #1143

## Personal Library Software Inc.

2400 Research Boulevard
Suite 350
Rockville, MD 20850
Phone: 301-990-1155
Fax: 301-963-9738
URL: http://www.pls.com

Personal Library Software (PLS) is a leading supplier of text retrieval software providing intelligent search tools. PLS offers a range of products for electronic publishing on the World Wide Web and for CD-ROM. A demonstration server is located at http://www.pls.com.

Booth #833

## Phillips Business Information, Inc.

1201 Seven Locks Road
Potomac, MD 20854
Phone: 301-424-3338
Fax: 301-424-4297

Phillips Business Information's Internet Week is a weekly WWW and print newsletter that brings you the comprehensive business news, analysis and information you need to profit in the explosive commercial Internet market.

Booth #1042

## Pilot Network Services, Inc.

1000 Marina Village Parkway
Suite 100
Alameda, CA 94501
Phone: 510-748-1850
Fax: 510-748-1849

Pilot Network Services, Inc. is a leading provider of secure Internet and Remote Network Services to corporate America. We will demonstrate how Pilot can provide your company with secure, cost-effective Internet access.

Booth #1835

## Planet Systems, Inc.

1065 Cosby Highway
Newport, TN 37821
Phone: 615-623-8300
Fax: 615-623-8751

Planet Systems delivers major sections of the Internet to sites in North America via satellite. Our 100Kbit/second feed carries most of the Usenet news groups.

Booth #917

## Prentice Hall PTR

440 Sylvan Avenue
Englewood Cliffs, NJ 07632
Phone: 201-592-2000
Fax: 201-816-4124

Prentice Hall PTR publishes and distributes books and electronic products for computer science, engineering and science professionals. Key publishing areas: Internet, UNIX, Object-Oriented Programming, C&C++ and Networking.

Booth #926

## Primary Access

12230 World Trade Drive
San Diego, CA 92128
Phone: 619-674-8580
Fax: 619-674-8800

Primary Access Corp. will exhibit its Aperture II integrated remote access system that combines T1/E1 interfaces, high-speed modems, and TCP/IP and X.25 network interfaces on a single, software-defined platform. Aperture II is widely used in major data networks throughout the United States.

Booth #1245

## Process Software Corporation

959 Concord Street
Framingham, MA 01701
Phone: 508-879-6994
Fax: 508-879-0042
URL: http://www.process.com

Process Software Corporation is a leading developer of TCP/IP networking software solutions. The company's complete line of TCP/IP product and service offerings include solutions for the Windows NT, Windows, and OpenVMS platforms.

Booth #1915

## Prodigy Services Company

445 Hamilton Avenue
White Plains, NY 10601
Phone: 914-448-2021
Fax: 914-448-2434
URL: http://www.astranet.com

Prodigy's mission is to enhance the lives of people by providing convenient and affordable access to information, communications and transactions in an entertaining way while providing significant returns for its investors and business partners and a satisfying environment for it employees.

Booth #1147

## Progressive Systems

616 First Avenue
Suite 701
Seattle, WA 98104
Phone: 206-447-0567
Fax: 206-223-8221
E-mail: info@prognet.com

Interested in delivering multimedia information over today's narrowband networks? Progressive Networks is introducing software products and services that make narrowband multimedia services practical for the first time.

Booth #1208

## PSINet, Inc.

510 Huntmar Park Drive
Herndon, VA 22070
Phone: 703-904-4100
Fax: 703-904-4200
URL: http://www.psi.net

PSINet is the leading provider of Internet access and integration services. Internet access options range from modem dialup and ISDN for telecommuters and small office LANs to dedicated high-speed circuits for corporate connectivity.

Booth #809

## Qualcomm, Inc.

6455 Lusk Boulevard
San Diego, CA 92121-2779
Phone: 619-587-1121
Fax: 619-587-8276
E-mail: eudora-rep@qualcomm.com
URL: http://www.qualcomm.com/quest/QuestMain.html

Eudora by QUALCOMM—The Eudora by QUALCOMM electronic mail software gives you—or any size organization—an easy, powerful and reliable way to communicate and collaborate across the office or around the world. Eudora's robust feature set includes tools designed to increase your productivity and save you time in composing, managing and responding to your electronic mail.

Booth #1847

## Quality Computers

20200 Nine Mile Road
PO Box 349
St. Clair Shores, MI 48080
Phone: 1-800-777-3642
Fax: 810-774-2698

Quality Computers—America's #1 Source for Educational technology introduces the LINQ, custom Internet access for education. Provides educationally rich content that's clean and safe, in an easy-to-use point + click graphical interface with full—email capabilities.

Booth #1616

## Quarterdeck Office Systems, Inc.

150 Pico Boulevard
Santa Monica, CA 90405
Phone: 310-392-9851
Fax: 310-314-3219

Quarterdeck will demonstrate its family of Internet products, including WebAuthor, an HTML authorizing tool for Word for Windows, Quarterdeck Mosaic, Quarterdeck Message Center and Quarterdeck's Web Server for Windows.

Booth #1236

## Quote.Com

3350 W. Bayshore
Suite 106
Palo Alto, CA 94303
Phone: 415-812-7740
Fax: 415-812-7741

Quote.Com distributes financial market data to the Internet community. This includes stock quotes, business news, balance sheet data, newsletters, and other information of interest to investors.

Booth #1743

## Random House Electronic Publishing

201 E. 50th Street
New York, NY 10022
Phone: 212-572-2231
Fax: 212-572-4961

Random House publishes a wide variety of Internet titles. Books displayed include The Net Books Series—Net Guide, Net Chat, Net Money, Net Games, Net Trek—and Internet Power Tools.

Booth #1925

## Raptor Systems, Inc.

69 Hickory Drive
Waltham, MA 02154
Phone: 617-487-7700
Fax: 617-487-6755

Raptor Systems designs, manufactures and markets the Eagle family of security products. Based on an application-level firewall architecture, the Eagle family provides real-time Internet security for corporate enterprises.

Booth #1931

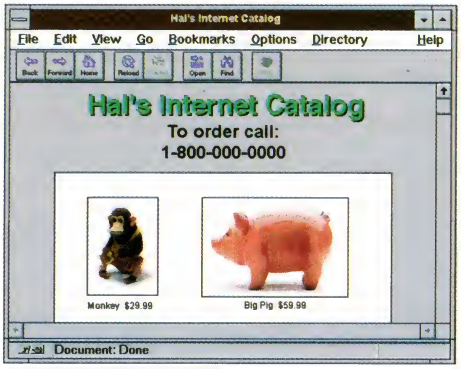
## The Red Herring

1550 Bryant Street
Suite 950
San Francisco, CA 94103
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Fax: 415-865-2280

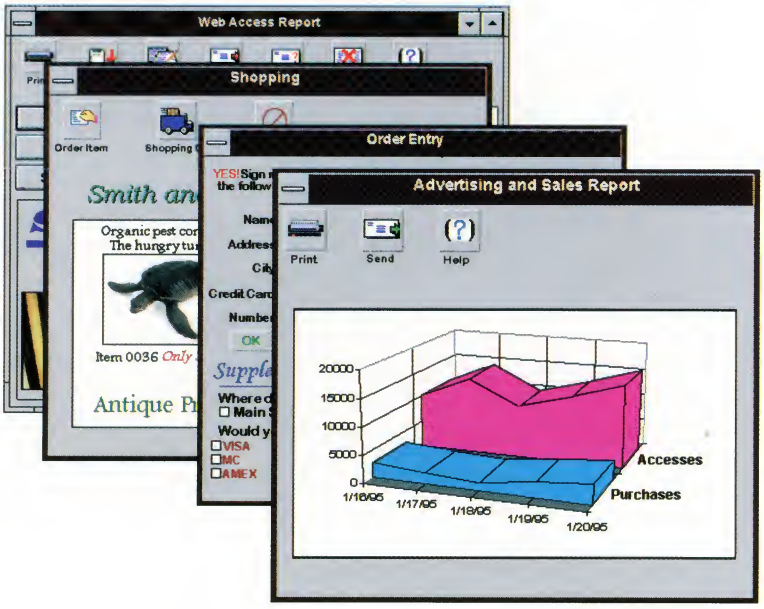
The Red Herring magazine is an international monthly that gives its readers an inside look at the strategies behind the hottest deals in technology, communications, and entertainment, and the inside scoop on technology investment finance.

"Please visit CONNECT at booth #1932 for a demonstration".

# It's one thing to get on the Internet.




# It's another thing to do business.




Getting on the Internet is easy. Doing business there is another story.

When you're ready to get down to business, you're ready for the industrial-strength WWW server from CONNECT, Inc. Scalable, secure, robust, with the database capabilities you need to create business-ready applications. With 8 years of experience installing and running on-line systems worldwide, we know how to put you in business on the net.

CONNECT®

**Call 800-262-2638. email: connectinc@connectinc.com Visit our home page: WWW.connectinc.com**

Booth #1847

## ResNova Software Inc.

5011 Argosy Drive, #13
Huntington Beach, CA 92649
Phone: 714-379-9011
Fax: 714-379-9014

ResNova will be demonstrating NovaLink Professional 4.0. NovaLink Professional is an Information Server that offers complete Internet Access, Database Support, High Speed text searches and Bulletin Board functionality.

CONNECT with Rockwell

Booth #825

## Rockwell Network Systems

7402 Hollister Avenue
Santa Barbara, CA 93117-2590
Phone: 800-262-8023
Fax: 805-968-6478
URL: http://www.rns.rockwell.com

Rockwell Network Systems provides high-performance, standards-based local and wide-area networking hardware and software. Products include the NetHopper™ remote access family; high-speed FDDI adapters; and a complete line of Workgroup FDDI concentrators and PC FDDI adapters.

Booth #1043

## The Saratoga Group

12980 Saratoga Avenue
Suite E
Saratoga, CA 95070
Phone: 408-446-9115
Fax: 408-446-9134
E-mail: cyberwise@cyberwise.com
URL: http://www/cyberwise.com

Stop by and see the introduction of CyberWISE™, a series of software products for Internet learning. These products, developed by The Saratoga Group, are interactive, fun, and easy-ideal for professional, educational, and personal use!

Booth 2020

## SBT Accounting Systems

1401 Los Gamos Drive
San Rafael, CA 94903
Phone: 415-444-9900
Fax: 415-444-9901

SBT Accounting Systems presents WebTrader and WebSpace. Now you can capture sales orders from the Internet directly into your business.

Secure Computing Corporation

Booth #732

## Secure Computing Corp.

2675 Long Lake Road
Roseville, MN 55113
Phone: 612-628-2700
Fax: 612-628-2701
URL: http://www.sctc.com

Sidewinder™ provides the highest level of perimeter protection available to organizations connected to the Internet. By combining LOCKout™ authentication with patented Type Enforcement technology, Sidewinder truly presents an impenetrable defense.

Booth #720

## Security Dynamics

1 Alewife Center
Cambridge, MA 02140
Phone: 617-547-7820
Fax: 617-354-8836

Security Dynamics, a worldwide leader in information security systems, develops, markets and supports software and hardware products that prevent unauthorized access to information on host computers and networks.

Booth #733

## Silicon Graphics

2011 N. Shoreline Boulevard
Mountain View, CA 94043
Phone: 415-390-1581

New WebFORCE™ solutions from Silicon Graphics give you all the tools you need to author and serve compelling content for the World-Wide Web. Put an interactive multimedia presentation on line 24 hours a day, conduct business electronically, or just improve the flow of information within your organization.

Booth #842

## Sirsi Corporation

689 Discovery Drive
Huntsville, AL 35806
Phone: 205-922-9820
Fax: 205-922-9818
E-mail: vizinfor@sirsi.com

VIZION PC software creates order out of internet chaos. VIZION's customizable database of 1400 online destinations functions as your Internet contact manager. Database entries can be filtered and sorted offering instant connectivity via easy point and click features.

Booth #718

## SkillSearch Corporation

3354 Perimeter Hill Drive
Suite 235
Nashville, TN 37211-4129
Phone: 615-834-9448
Fax: 615-834-9453

Career networking and database recruiting service connecting experienced professionals with organizations that need their talents. Special offer for Spring Internet World '95 attendees. See back cover for details!

Booth #1629

## SkiSoft, Inc.

28 Fairlawn Lane
Lexington, MA 02173
Phone: 617-863-1876
Fax: 617-861-0086

WEB Publisher™ is the Windows software that can convert one or many business documents from Word, Frame Maker, and other formats, into beautiful Web pages —with appropriate lines— AUTOMATICALLY.

SoftQuad

Booth #721

## SoftQuad

56 Aberfoyle Crescent
Suite 810
Toronto, Ontario
CANADA M8X 2W4
Phone: 416-239-4801
Fax: 416-239-7105
E-mail: sales@sq.com
URL: http://www.sq.com

SoftQuad Inc., the leading vendor of SGML and HTML software and services, will be demonstrating its latest Internet offerings: HoTMetaL, an HTML word processor, and Panorama, a browser that views SGML documents for the World Wide Web.

# MMB TEAMate UNIX®
# Internet Information Server

## *Now Gopher & Mosaic!*

### FIVE Protocols in ONE Server.

- Bulletin Board access via telnet and dialup or with a TEAMate GUI client for Windows, Mac and UNIX.

- use your TEAMate server to serve HTML data for Mosaic (HTTP) clients

- any Gopher client can now access your server

- support for an electronic mail query and update protocol so your users never have to log in if they don't want to




- a mailing list function so new information from the server can be automatically distributed to specified users via electronic mail

## Client/Server Design.

TEAMate's client/server design moves the user interface to the local workstation for increased performance. GUI client software conforming to the established standards for Windows 3.1, Macintosh and UNIX workstations makes it easy for your users to get started fast. Server software is available for HP-UX, IBM RS/6000, SUN and SCO. All servers support terminal emulation and client access via modem and TCP/IP.

## Commercial Information Server.

If you need a general purpose information server that is Internet compatible, has all Bulletin Board functions including full text indexing and user access controls and provides a commercial alternative for Gopher and World Wide Web servers; *take a look at* ***TEAMate***.

**http://teamate.mmb.com**

# MMB TEAMate™

**Call (800) 832-6022 or (310) 318-1322 Fax (310) 318-2162 E-Mail bob@teamate.mmb.com MMB Development Corporation, 904 Manhattan Avenue, Manhattan Beach, CA 90266**

UNIX is a registered trademark of UNIX Systems Laboratories.

Booth #1317

## Software.net

1050 Chestnut Avenue
Suite 202
Menlo Park, CA 94025
Phone: 800-617-SOFT
Fax: 415-473-3066
URL: http://software.net

CyberSource Corporation operates software.net™, the first electronic software distribution service that utliizes the Internet as an ordering and delivery medium. software.net™ offers customers a convenient, low-cost way to shop for all of their software needs and adds value through an extensive, searchable library of related content.

SPRY™
INTERNETWORKING THE DESKTOP

Booth #1526

## SPRY, Inc.

316 Occidental Ave. South
Ste. 200
Seattle, WA 98104
Phone: 206-447-0300
Fax: 206-447-9008
URL: http://www.spry.com

SPRY, Incorporated is the world-wide leading provider of Internet applications, services and integration for the home, office and publishing markets. SPRY, Inc. is based in Seattle, Washington.

ENHANCED Mosaic™ from Spyglass®

Booth #1027

## Spyglass, Inc.

1800 Woodfield Drive
Savoy, IL 61874
Phone: 217-355-6000
Fax: 217.355-8925

Spyglass is demonstrating commercially enhanced, multiplatform versions of NCSA Mosaic. Spyglass licenses Mosaic to companies on an OEM basis. Please visit our booth to explore the World Wide Web with Enhanced NCSA Mosaic.

StarNine®

Booth #1038

## StarNine Technologies Inc.

2550 Ninth Street
Suite 112
Berkeley, CA 94710
Phone: 510-649-4949
Fax: 510-548-0393
URL: http://www.starnine.com

StarNine is showing its Mail*Link family of Internet gateways for QuickMail, Microsoft Mail, and PowerTalk/PowerShare. Also debuting is EMail-On-Demand™, an automated response system and list server mailing list manager for the Macintosh.

Sun

Booth #1009

## Sun Microsystems Computer Company

14785 Preston Road
Suite 1050
Dallas, TX 75240
Phone: 800-622-4786, ext. 46344
Fax: 214-450-1679
URL: http://www.sun.com

With the Sun Netra™ Internet Server you can provide PC, Macintosh and UNIX workstation users on your LAN a direct, secure, high-bandwidth connection to the Internet. A pioneer in Internet technology, Sun Microsystems brings together their industry leading server technology with their Internet expertise.

Booth #1918

## Supra Corporation

312 S.E. Stone Mill Drive
Suite 150
Van Couver, WA 98684
Phone: 206-905-1400
Fax: 206-905-1401

Supra will be demonstrating its complete line of high speed modems. Featuring the new line of V.34 products as well as its ultra-competitive, highly featured line of affordable 14,400 bps products.

Surf communications, inc.

Booth #1517

## Surf Communications

1505 Posen Avenue
Albany, CA 94706
Phone: 510-526-1400
Fax: 510-526-1695
URL: http://www.expressway.com

Check out the Express Pak, the first complete ISDN Internet Kit for Windows. Cruise the Net ten times faster, click-and-play audio and video directly from NETScape.

Booth #1950

## Synergistic Designs

1915 Eddy Street
Suite C
San Francisco, CA 94115
Phone: 415-922-6264
Fax: 415-922-4633
URL: http://www.biospace.com

The creators of two WWW sites serving the Silicon Valley community and the biotechnology industry. Come to Booth #1950 to:

- Position your company in www.biospace.com;
- Purchase The New Silicon Valley and Biotech Bay FusionScape™ maps & t-shirts.

SYNERGY SOFTWARE

Booth #1146

## Synergy Software

2457 Perkiomen Avenue
Reading, PA 19606
Phone: 610-779-0522
Fax: 610-370-0548

VersaTerm, VersaTerm-PRO and VersaTilities include easy-to-use graphical Internet/TCP/IP clients for mail, news, file transfer, directory service, Telnet and SLIP for the Macintosh.

# INTERNET?



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# READY




...just buy SPRY's Internet In A Box...

# SET

...load it on your computer, and in less than 5 minutes, you can...



# GO




...surf the Net, go to the Smithsonian, read stock quotes, check out the weather, buy a new jacket, meet the Beatles, research a report, send email to your Dad, download games, sample the latest music, and so much more.

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PC MAGAZINE "For those who need the very best tools to connect to the Internet, Internet In A Box™ is the box to buy."
"BEST PRODUCTS OF 1994" PC MAGAZINE - JANUARY 10, 1995

MICROSOFT® WINDOWS™ COMPATIBLE

BYTE AWARD OF MERIT



Booth #851

## System V

360 E. Campbell Avenue
Campbell, CA 95008
Phone: 408-866-0343
Fax: 408-866-3043

System V's Corporate Internet connectivity options includes turn-key WWW Publishing Servers, Secure Commerce Web Servers, SQL Data Retrieval and Automated Transaction Processing over the Web. Systems range from Intel based Unix Systems to SGI's Web Force.

Booth #741

## Tandem Computers

19191 Vallco Parkway
LOC 4-40
Cupertino, CA 95014-2594
Phone: 408-285-6000
Fax: 408-285-8896

Booth #1418

## Telebit Corporation

1315 Chesapeake Terrace
Sunnyvale, CA 94089
Phone: 408-734-4333
Fax: 408-734-3333
E-mail: sales@telebit.com
URL: http://www.telebit.com

Telebit provides on-demand LAN-access internetworking products to cost-effectively extend LANs to remote users. The NetBlazer family includes multiprotocol support for remote access over ISDN, frame relay, Switched 56 or analog connections for Internet access, telecommuting and business-to-business.

Booth #1046

## TLGnet

3004 16th Street, #201
San Francisco, CA 94103
Phone: 415-487-1902
Fax: 415-487-7853

An Internet service provider—we put your LAN or computer on the Internet. Leased-line, frame-Relay, hourly modem SLIP/PPP; turn-key or unbundled services.

Booth #1750

## Turnpike Ltd.

Dorking Business Park
Dorking, Surrey RH4 1HN
ENGLAND
Phone: 44 1306 747 747
Fax: 44 1306 747 749

Easy-to-use dial-up Internet access package for Windows, providing E-mail and Usenet News, FTP and Telnet. Off-line preparation and reading of Mail and News. Single user or multiuser across any PC LAN.

Booth #1819

## US Cyber

2521 W. Arnold Street
Marshfield, WI 54449
Phone: 715-387-1700
Fax: 715-387-2748
URL: http: //www.wis.com

US Cyber offers FREE Internet access with a long distance call to 715-743-1600, nationwide frame relay, T-1 and DS-3 Internet Access, WWW host services and turnkey Internet access systems.

Booth #1015

## UUNET Technologies, Inc. (Alternet)

3060 Williams Drive
6th Floor
Fairfax, VA 22031
Phone: 800-488-6383/
703-206-5600
Fax: 703-206-5601
URL: http://www.uu.net

UUNET Technologies, Inc., provides global electronic communication for business-to-business applications via the Internet. UUNET also offers Web Server services, training, consulting, and more. UUNET —The Internet Business Solution.

Booth #1134

## V-ONE

12300 Twinbrook Parkway
Rockville, MD 20852
Phone: 301-881-2297
Fax: 301-881-5377
E-mail: info@v-one.com
URL: http://www@v-one.com

How do you protect your stretch of the Information Highway? The intelligent choice for network security is SmartWall. Smart, as in smart card technology and Wall as in TIS' Firewall. Virtual Open Network Environment (V-ONE) offers protection for your sensitive data using the latest smart card technology with a filewall. V-ONE's offerings are: Smart cards and FORTEZZA for authentication, SmartWall™ with secure telnet, and support for secure Electronic Commerce

Booth #1315

## Van Nostrand Reinhold—VNR

115 Fifth Avenue
New York, NY 10003
Phone: 800-842-3636
Fax: 212-254-9499

A leading publisher of high-quality solution-oriented books for professionals in all industries, Van Nostrand Reinhold's Business Technology group focuses on emerging strategies and resources for companies striving to remain competitive in the information age. Some of the topics we publish in include Internet for information professionals, data communications and networking, network management, and business and information management. Pease stop by at our booth and browse through our collection. Feature titles for 1995 include: Online Marketing Handbook, Cyberstrategies, Designing TCP/IP Internetworks, and Doing More Business on the Internet.

Booth #1926

## Ventana Communications Group

110 East Main Street
Carrboro, NC 27510
Phone: 919-942-0220
Fax: 919-942-1140
URL: http://www.vmedia.com

Ventana Communications Group features easy-to-use Internet resources in the form of insightful books, software and interactive communications. Ventana Online provides information and support for users via the World Wide Web, including online components and software developed by Ventana Press and Ventana Media.

Booth #1739

## Verity, Inc.

1550 Plymouth Street
Mountain View, CA 94043
Phone: 415-960-7600
Fax: 415-960-7698

Verity offers the first World Wide Web server with an integrated search engine combining the navigational power of hypertext with powerful information agents for searching, filtering and monitoring Internet and enterprise information.

Booth #1020

## WAIS, Inc.

1040 Noel Drive #102
Menlo Park, CA 94025
Phone: 415-617-0444
Fax: 415-327-6513
URL: http./www.wais.com

WAIS Inc. is bringing commercial publishers to the Internet, and providing commercial grade publishing tools to business, government, and education. WAIS Inc., develops and markets the WIAServer™ software system and creates custom online services for content providers using WAIServer™ as the core technology. A pioneer in electronic publishing, WAIS Inc. is applying Internet-based technologies (e.g. WAIS, Gopher, Mosaic, etc.) to provide services for its customers such as CMP Publications, Dow Jones, Novell and Encyclopaedia Brittanica

Booth #1631

## Walnut Creek CD-ROM

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Concord, CA 94520
Phone: 1-800-786-9907
Fax: 510-674-0821

Walnut Creek CD-ROM produces over 50 titles. In our catalog you will find CD-ROM's for a wide range of operating systems including: FreeBSD, Linux, Os2, Cica, Simtel and Internet Info.

Booth #1751

## WEB NET TECHNOLOGIES, INC.

2551 Tigertail Avenue
Miami, FL 33133
Phone: 305-858-7155
Fax: 305-285-9654

Email Integration Tools for managing Internet Email off an RDBMS such as Oracle, Sybase, informix or ODBC compatible databases. Our software provides Email connections to all database users without the need for any costly routers or leased lines. Group email mailings and remote query of databases are also features of our software. Front end interface is Windows compatible.

Booth #1651

## Websight Magazine

141 El Camino Drive
Suite 210
Beverly Hills, CA 90212-2718
Phone: 310-247-8463
Fax: 310-247-0359
URL: http://websight.com

Announcing Websight™, the World-Wide Web magazine. Feature articles spotlight Web developments, personalities and content. The WebGuide™ section indexes and reviews Web sites. Visit Websight™ magazine's online counterpart, websight.com at http://websight.com.

Booth #742

## WEBVISION, Inc.

21550 Oxford Street
Suite 300
Woodland Hills, CA 91367
Phone: 818-596-2142
Fax: 805-492-8143

WEBVISION: Provides tools and products for the World Wide Web and the Internet. WEBVISION, develops, stores, links and maintains hypermedia materials for use on the World Wide Web.

Booth #1220

## Wentworth Worldwide Media

P.O. Box 10488
Lancaster, PA 17605-0488
Phone: 717-390-4371
Fax: 717-393-2732
E-mail: success@wentworth.com

Classroom Connect specializes in Internet resources for education. Classroom Connect products and services include: Books, videos, and a new Internet Basic Training for Educators seminar series. The newest book, "Educator's Internet Companion," will be released in April.

Booth #909

## Wollongong

1129 San Antonio Road
Palo Alto, CA 94303
Phone: 415-962-7100
Fax: 415-969-5547
URL: http://www.twg.com

Wollongong's PathWay product line provides TCP/IP technology for Windows, DOS, Macintosh and Open VMS. Wollongong is also working to provide "TCP/IP for everyone" through next-generation, advanced Internet appplications.

Booth #1752

## ZyXEL

4920 E. La Palma Avenue
Anaheim, CA 92807
Phone: 714-693-0808
Fax: 714-693-0705

ZyXEL Data/Fax/Voice/Cellular modems now include V.34 and ISDN modems! Features include data speeds up to 28.8Kbps, DTE throughput up to 460.8Kbps, and Async/Sync modes just to name a few.

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# Outgrowing Your Career?



## Take Control Of Your Future

If you're growing but your career challenges aren't, it's time to consider SkillSearch. We can put you in touch with organizations that have room for you to stretch. If you're short on elbow room but long on creativity, we've got the answers to your growing pains.

You know that in today's rapidly changing environment, only the losers sit idly by, waiting for something to happen. *Since you're not the type to leave your fate in someone else's hands*, discover how you can take full control of your future.

## You Are Solidly In Charge

SkillSearch is a professional membership organization linking individuals with two to 30 years experience to organizations that need their talents. We provide the means for you to market your skills and explore new career opportunities without jeopardizing your current employment.

Over 95% of our members are employed and comfortable in their current positions, but, like you, they're smart enough to remain open to the right opportunities as they develop. They know that the only job security these days is how widely you network, and how shrewdly you market yourself.

As a SkillSearch member, you'll be able to discreetly and selectively pursue fresh challenges and higher earnings. And while your colleagues are panicking about downsizing and rightsizing, you'll have the confidence of knowing that you're already way ahead of the game.

## You Are In Complete Control

SkillSearch is **not** an employment agency or placement firm. It's an innovative and highly effective career networking and database recruiting service that enables you to network with potential employers ... Employers that meet criteria which you specify.

The real question out there by employers who are hiring is, "what is it you know how to do?" Joining SkillSearch lets you answer that question now and each time you upgrade your skills. The Member Skill Profile you will receive lets you list, and maintain for life, your unique inventory of skills plus details on careers and opportunities you are willing to consider. *You always call the shots.*

Imagine the feeling of power you'll have being courted by interested employers, while keeping your current position. You'll be able to deal with your present and prospective employers from a true position of strength.

## Your Confidentiality Is Always Protected

With SkillSearch, your confidential information won't be floating around on the Information Superhighway. Employers do not have direct access to the database. *Your Member Skill Profile is accessible only by SkillSearch personnel and is held in strictest confidence.*

All database searches are conducted by SkillSearch staff and never by any prospective employers. *Your current employer will never have access, and you can specify others from which your file will be blocked.*

## Exclusive Membership Positions You As A Superior Candidate

SkillSearch membership empowers you to pre-qualify prospective employers, positions, and compensation prior to exposing your availability or interest ... *at no risk to your current position.*

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The ability to access candidates from this elite group attracts a large cross-section of employers to SkillSearch. It's no wonder then, that salaries for positions matched through SkillSearch have ranged from $30,000 to $250,000.

## We Put You Right Where The Top Employers Are Turning

Employers representing thousands of recruiting locations nationwide, from Fortune 500 to small entrepreneurial and mid-sized firms, have found the SkillSearch database to be a *quick, cost-effective, high-quality source* of skills like yours.

SkillSearch provides the type of detail employers seek in the format they prefer without the time, cost, or exposure typical in the recruiting process. Once your Member Skill Profile is in our database, you'll gain a definite edge, leaving your less forward-thinking colleagues behind.

## We Never Stop Working For You

We want you to be able to draw from the broadest possible range of opportunities. Our professional marketing staff is constantly in touch with active employers through alumni and professional associations, business conferences, site visits, publications, and other effective methods. And we receive widespread favorable coverage in the business press, including: Business Week, FORTUNE, Inc. Magazine, The Wall Street Journal, U.S.News & WORLD REPORT... and many others.

Thanks to our ever-expanding network of successful clients, we are receiving a continuous stream of search requests from employers searching for experienced professionals like you. That's why we've been able to serve over 40,000 members so far.

## Find Out What You're Truly Capable Of

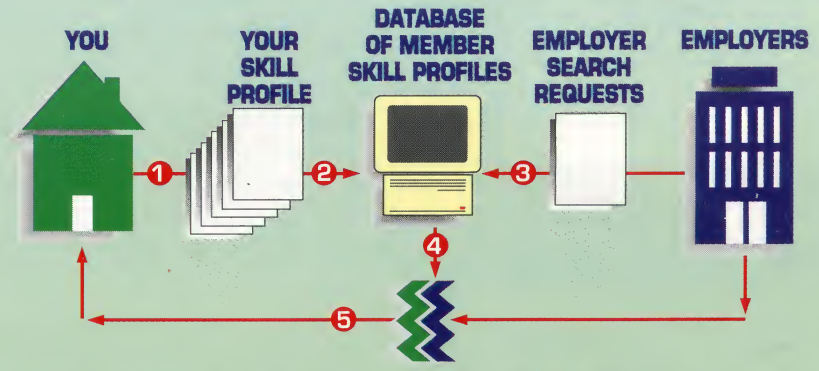
SkillSearch membership is your ticket to discovering opportunities that represent the best possible fit for your skills and objectives. The way for you to explore newer and more challenging responsibilities. ... *And higher salaries.* You'll be able to network with executives from growing, cutting-edge organizations. You'll keep abreast of hiring trends, and stay on top of what today's employers are looking for. *Act now*, and get ready for your next meaningful step up the career ladder.

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Once enrolled, you receive a questionnaire (covering 150 data elements) designed to assist in the development of your Skill Profile ❶. This document permits you to pre-qualify employers by establishing the industries, position, salary, etc., you are willing to consider. This information, along with detailed work history, specialized skills and education, relocation preferences, etc., is captured in your data record ❷, and converted into an electronic *Member Skill Profile.* When an employer's job specifications ❸ match your skills and objectives ❶, you are contacted at home ❹, confidentially, to discuss the position. *You remain in complete control of the process.*

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